VISA ET SAMSUNG DEVOILENT L'APPLICATION DE PAIEMENT PAR MOBILE DES JEUX OLYMPIQUES ET PARALYMPIQUES DE LONDRES 2012

Une étape supplémentaire en vue de la mise en service de la technologie de paiement par mobile lors des Jeux Olympiques de Londres 2012

PARIS, le 24 février 2012 – Visa et Samsung dévoilent aujourd'hui l'application officielle de paiement par mobile des Jeux Olympiques et Paralympiques 2012. Samsung et Visa lanceront cette application lors du Mobile World Congress qui se tiendra à Barcelone du 27 février au 1er mars prochain. L'application sera présentée sur les stands de Visa (Hall 1, Stand 1B19) et de Samsung (Hall 8, Stand 8B169). Cette annonce marque la première étape vers la concrétisation du partenariat unissant les deux sponsors des Jeux Olympiques et Paralympiques, dont l'objectif est de proposer une solution de paiement sans contact par mobile à Londres.

L'application repose sur la technologie payWave de Visa qui permet d'effectuer des paiements sans contact dans les points de vente. Pour payer, il suffit au client de présenter son téléphone portable devant le terminal sans contact du commerçant. Les achats d'un montant supérieur à 15 livres sterling nécessitent la saisie d'un code. L'application permet également au client de consulter son historique de transaction et d'afficher le solde actualisé de son compte. Les paiements sans contact par mobile, qui bénéficient de plusieurs dispositifs de sécurité et de la fiabilité de la plateforme de traitement Visa, sont protégés par les mêmes dispositions contractuelles applicables aux cartes Visa.

« Londres 2012 constitue un tremplin exceptionnel pour présenter cette technologie d'avenir en matière de paiement et lui permettre de s'implanter au-delà de 2012. La nouvelle application de paiement par mobile se placera au cœur de cet événement » a déclaré Sandra Alzetta, responsable de l'innovation au sein de Visa Europe. « Nous travaillons également avec un certain nombre de partenaires afin de mettre cette technologie de paiement à la disposition des consommateurs. Nous avons récemment annoncé l'homologation de plusieurs combinés conçus par les principaux fabricants et compatibles avec les paiements NFC, ce qui rapproche encore davantage de la réalité la notion de paiement généralisé par mobile. »

« Samsung se réjouit de travailler au côté de Visa pour le lancement de services de paiement par mobile lors des Jeux Olympiques de Londres 2012. Nous pensons que cet événement encouragera le public à essayer, puis à adopter, cette technologie de paiement simple et sécurisée. En tant que partenaire olympique de longue date et leader dans le domaine des technologies mobiles, Samsung engage tous ses efforts pour proposer à ses clients des prestations mobiles fiables et pratiques durant les Jeux Olympiques par le biais de son partenariat avec Visa » a ajouté DJ Lee, vice-président général et responsable du service commercial et marketing de l'activité Communications mobiles de Samsung.

En tant que sponsor mondial des Jeux Olympiques depuis plus de 25 ans et des Jeux Paralympiques depuis 2002, Visa assure la mise en œuvre et la gestion des infrastructures du système et du réseau de paiement sur tous les sites olympiques. Lors des Jeux de Londres 2012, plus de 3 000 terminaux sans contact seront installés sur les sites olympiques, l'occasion de démontrer les atouts des technologies de paiement sans contact par mobile et d'autres innovations.

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About Visa Europe
As a leader in the development and implementation of payments technologies, Visa Europe is at the forefront of contactless and mobile payment innovation in Europe. Visa Europe is owned and operated by more than 3,700 European member banks and was incorporated in July 2004. In October 2007, Visa Europe became independent of the new global Visa Inc., with an exclusive, irrevocable and perpetual licence in Europe. As a dedicated European payment system it is able to respond quickly to the specific market needs of European banks and their customers - cardholders and retailers - and to meet the European Commission's objective to create a true internal market for payments. For more information, visit www.visaeurope.com

About Visa Inc.
Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks – VisaNet – that is capable of handling more than 20,000 transactions a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank, and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com.

About Visa's Involvement in the Olympic and Paralympic Games
Visa is proud to be a worldwide partner of the London 2012 Olympic and Paralympic Games. Visa plays an integral role in the Games, having been a committed sponsor for 25 years. Visa Europe is also the presenting partner of Team 2012 – 1,200 British athletes who are striving to compete at the Olympic and Paralympic Games in 2012. This is the first time that such a large group of athletes has been supported in this way. At every Olympic and Paralympic Games, Visa creates and manages the entire payment system infrastructure and network throughout all Games venues. Visa has been a worldwide Olympic Games sponsor since 1986 as well as a worldwide sponsor of the Paralympic Games since 2002 and is the exclusive payment card and official payment network of the Olympic and Paralympic Games.

About NFC and contactless technology
The mobile phone is as ubiquitous for consumers as their wallet, so it is logical that the mobile phone and payments industries should come together to realise this next stage in mobile evolution. During the last twelve months, there has been significant progress towards mobile payments becoming a reality, as manufacturers standardise technology, numerous mobile payment trials are successfully completed and contactless technology starts to gain mainstream acceptance.

Visa's offerings take advantage of a wide range of new technologies. Phones equipped with Near Field Communication (NFC) technology make it possible for

the devices to initiate Visa contactless transactions. The advent of phones that support next generation high speed networks can enable near real-time transaction alerts for added levels of security, fast and convenient purchases via the mobile internet, and deliver retailer offers tailored to life style and location. These developments have inspired Visa, mobile operators, handset manufacturers, and banks to work together to incorporate payment as a mobile application.

About Samsung Electronics Co., Ltd.
Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LCD. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

About Samsung's Involvement in the Olympic Games
Samsung began its Olympic Games involvement as a local sponsor of the Seoul 1988 Olympic Games. Beginning with the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications program, called Wireless Olympic Works (WOW), and mobile phones. These innovative mobile phone technologies provide the Olympic Family with real-time information and communications services. Samsung also supports the Olympic Torch Relay and hosts the Samsung Mobile Explorers to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its smart mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through to Rio 2016.

About Samsung's Involvement in the Paralympic Games
Samsung is a Worldwide Partner of the IPC in the category 'Mobile Telecommunications'. The partnership was launched on the eve of the Torino 2006 Paralympic Winter Games, which Samsung supported as an Official Games Partner for the first time ever.

For more information: Press Only

Visa Europe
Eleanor Orebi Gann
europeanmedia@visa.com
+44 207 795 5336

Samsung Electonics
Insun Song
is12.song@samsung.com
+ 82 31 277 8041

Edelman Matt Warder
mwarder@edelman.com
+ 44 203 047 2317

Burson Marsteller
Lise Gallard / Antoine Mery / Philippe Torregrossa Lise.gallard@bm.com / antoine.mery@bm.com / philippe.torregrossa@bm.com

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