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ETA Endorses Single U.S. Debit AID for EMV to Assist Members with EMV Migration

Association Offers Resources for EMV Education

Washington DC – The Electronic Transactions Association (ETA), the global trade association of the payments industry, today announced its support for a Single U.S. Debit AID for EMV to support the deployment of EMV (commonly referred to as “chip” technology in payment cards) in the United States. The payment card networks have established a timetable to migrate from magnetic stripe cards to chip-enabled cards, requiring nationwide upgrades to processing systems and point-of-sale equipment with the first implementation checkpoint set for April 2013.

“As the trade association representing more than 500 payments industry companies, ETA’s endorsement of the Single U.S. Debit AID for EMV represents a significant step toward the successful migration to EMV in the United States,” said Jason Oxman, CEO of ETA. “The merchant acquiring community, payment card issuers and merchants are deploying EMV payment technology under implementation roadmaps set out by the major card networks. ETA’s goal is that implementation solutions for merchant acquirers are simple, cost-effective and fully compliant with federal law.”

Merchant acquirers and payment processors are instituting the first stage of the EMV technology conversion to be able to process all EMV payments by April 2013. In particular, EMV implementation must comply with federal law requiring access to multiple debit networks, and a technical solution for providing full access has not yet been fully deployed. Recognizing the need for special assistance to its members at this critical time, ETA is working with the EMV Migration Forum (EMF), the Secure Remote Payment Council (SRPc), and the Merchant Advisory Group (MAG) to address challenges with EMV migration in the highly complex U.S. payments system.

The Single U.S. Debit AID for EMV is a technical solution that, if implemented by all networks, has the ability to ensure the safe and efficient routing of EMV debit transactions and preserve merchant routing choice for such transactions. ETA recommends Single U.S. Debit AID for EMV implementation by all debit networks.

As the payments industry trade association, ETA is delivering information resources to assist its members with the questions and challenges they may face in implementing the EMV directives, including:

- An [ongoing series of webinars](#) in conjunction with MasterCard on EMV education and implementation;
- An [infographic](#) of all U.S. Network EMV Announcements for PCI and Liability Shift;
- A full day of live EMV education at [ETA's Annual Meeting and Expo](#) on Tuesday, April 30, 2013, in New Orleans; and
- A working group of technical professionals from member companies to identify challenges with EMV migration and to discuss those challenges with the payment networks in an effort to find solutions.

Upcoming Events

[2013 Annual Meeting & Expo](#)

New Orleans Convention Center
New Orleans, LA
April 30-May 2, 2013

2013 Strategic Leadership Forum

Montelucia Resort & Spa
Scottsdale, AZ
October 15-17, 2013

About ETA

The Electronic Transactions Association is an international trade association representing more than 500 companies that offer electronic transaction processing products and services. ETA's mission is to advance the payments industry profession by providing leadership through education, advocacy and the exchange of information.

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