

Join us on September 17 for the #EMVChat on Twitter to discuss the U.S. liability shift

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On September 17 at 3:00 PM Pacific/6:00 PM Eastern, NXP will host the #EMVChat conversation on Twitter with ecosystem partners Smart Card Alliance and Verifone to discuss the pending U.S. EMV liability shift deadline and answer questions consumers and small businesses may have. Join @NXP and leading industry authorities on this topic, @SmartCardOrgUSA and @Verifone.

By October 1 retailers everywhere are expected to be EMV compliant, and merchants who have not made the investment in chip-enabled technology will be held liable for credit/debit card fraud. EMV chip technology is the global standard for credit card and debit card payments. Chip card technology is an evolution that will help increase security, reduce card-present fraud and enable the use of future value-added applications. Chip-enabled cards are standard bank cards that are embedded with a micro-computer chip.

