IFA 2019: Presenting SoftPOS - A Solution that Turns Smartphones and Tablets into a Contactless Payment Terminal

September 6, 2019

SoftPOS enables Samsung mobile devices to be used for contactless transactions of any amount with no additional equipment

BERLIN--(BUSINESS WIRE)--Sep. 6, 2019-- First Data, now part of Fiserv, a leading global provider of payments and financial services technology solutions, together with Visa, a global leader in digital payments, and Samsung Electronics, will showcase the company's new Software Point of Sale (SoftPOS) solution during IFA 2019. IFA is Europe's largest technology fair and the leading showcase for the global technology industry.

SoftPOS enables contactless payments of any amount via a smartphone or tablet, in the same way a traditional payment terminal functions but with no additional equipment. SoftPOS enables this functionality on an everyday mobile device using embedded near-field communication (NFC) functionality. The merchant's smartphone or tablet will accept contactless transactions from existing contactless cards, NFC-enabled mobile phones, or other NFC-enabled devices such as wearables and key fobs. A SoftPOS pilot will take place in Poland by the end of 2019. The pilot program will expand thereafter, initially in the EMEA and APAC regions.

In addition to international cooperation in implementing SoftPOS in the EMEA and APAC regions, each of the participating companies contribute technology to make SoftPOS one of the most advanced payment solutions in the world. Visa's contactless capability enables quick and secure contactless transactions. Fiserv ensures swift and secure settlement of transactions via a simple and intuitive mobile app, and Samsung Electronics, with Samsung Knox, provides multi-layered security protocols in both hardware and software, as well as providing a vast array of the most innovative mobile devices.

"We are embracing a new era in payments - the mobility era. As contactless payments grow in popularity it is important that merchants are able to enable these payments on mobile devices. SoftPOS has been designed to meet the current and future needs of consumers and entrepreneurs and will change the way people make daily payments, facilitating the convenient, quick, and secure processing of contactless transactions," said John Gibbons, executive vice president and head of EMEA, Fiserv.

"This project could only launch in a country where contactless payments are highly popular, and Poland is among global leaders in this method of payment. Thanks to SoftPOS, a greater number of domestic points of sale will be able to accept contactless payments, providing consumers with quick, convenient, and secure contactless payments with a card, smartphone, or watch. With this technology we are able to rapidly expand access of card and digital payments across Poland, even for the micro business owner who is still in many places accepting only cash today," said Katarzyna Zubrzycka, Head of Merchant Sales & Acquirer, Central Eastern Europe, Visa.

"With SoftPOS, we address our vision to become an innovator of new mobile experiences, through advanced technology and products. Today we enable access to a new solution that makes entrepreneurs' lives much easier and more convenient. Thanks to the defense-grade Samsung Knox Security Platform, customers can be sure that their payments will be safe," said HS Myung, VP, Samsung Electronics Global Mobile B2B Team, Head of EU/CIS, North/Latin America, Global Channel Sales.

The SoftPOS demo showcase will be located in Hall B, City Cube 101 at the Samsung Electronics booth.

IFA 2019 takes place at the Messe Berlin Exhibition Grounds from 06 - 11 September, presenting the latest products and innovations, and offering a comprehensive overview of the international market. It attracts international trade visitors from more than 100 countries. IFA is the main meeting place for key retailers, buyers, and experts from the industry and the media.

About Fiserv:

First Data is now part of Fiserv.

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover™ cloud-based point-of-sale solution. Fiserv is a member of the S&P 500® Index and the FORTUNE® 500, and is among the FORTUNE Magazine World's Most Admired Companies®. Visit fiserv.com and follow on social media for more information and the latest company news.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at http://news.samsung.com

About Visa Inc.

Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit About Visa, https://usa.visa.com/visaeverywhere/blog.htmland @VisaNews.

View source version on businesswire.com: https://www.businesswire.com/news/home/20190906005077/en/

Source: Fiserv

Fiserv
Ann Cave
ann.cave@fiserv.com
+1 678-325-9435

Olga Małecka
Marketing and Communications Manager, Poland
+48 690 188 058
olga.malecka@firstdata.pl

Samsung Electronics Co., Ltd.
Olaf Krynicki
Spokesperson
+48 600 088 747
o.krynicki@samsung.com

Visa Inc.
Jarosław Soroczyński
Grayling Poland
+48 601 090 747
jaroslaw.soroczynski@grayling.com
visa.pl@grayling.com