

CONTACTLESS has arrived at Shoreline Solutions.

- ✓ Why go Contactless?
- ✓ Issuer Benefits
- ✓ Market Opportunity



The *SHORELINE SOLUTIONS* difference...

The payment industry is changing rapidly!

MasterCard® has introduced “MasterCard® PayPass” and Visa has just introduced the “VISA payWave” solution. As a Card provider Shoreline is changing too! We now offer the latest technology in Debit Card Payments. With Contactless Cards, you can “Tap and Go” or “wave to pay” instead of swiping your card. Contactless programs are spreading quickly across the United States, so now may be the time for your institution to offer Contactless Cards.

✓ Why go Contactless?

- Improve your profitability.
- Increased interchange fees.
- Brand/Product differentiation.
- Improve cardholder loyalty.

✓ Benefits to the Institution:

- Increased cardholder activation.
- Increased transaction volume.
- Convert cash transactions to electronic payments

✓ Benefits to the Cardholder:

- Cardholder convenience.
- Less Cardholder risk.
- Faster transaction speed.

Be a Leader! Give your Debit Card program the competitive edge with Contactless Cards and watch your program become ‘top of the wallet’. Contact Shoreline Solutions today for more information at **877-914-7856** or email t.porter@shorelinebf.com and ask for information on the Contactless Card Programs.

Seize the contactless opportunity now!

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