

STORM Over New PIN Entry Mandates



Designers and Manufacturers of credit & debit card payment terminals face a daunting challenge. Compliance with new security standards and approval mechanisms are proving difficult to achieve. Put simply, the target keeps moving! The Card Payment Industry is determined to maintain the integrity and security of PIN instigated transactions. However, rapidly evolving standards demand almost constant redevelopment and re-design of terminals and their host equipment. Added to this is the unavoidable realisation that these terminals will be located in unsheltered, unsupervised and very hostile environments. They must survive on the streets, under attack by vandals and more sophisticated elements of the criminal fraternity. If that were not enough, consideration must now be given to the new legal requirement for compliance with the Disabilities Discrimination Act. This new European law requires 'reasonable measures' be taken to ensure access to public systems by those with sensory or mobility impairment.

Compliance with these new mandates requires a new generation of secure and rugged PIN entry keypads that are highly visible and very easy to use. As the first in this new generation, ***STORM-Interface are pleased to announce the new STORM FT8000 Series of Keypads for Unattended and Outdoor PIN Entry Applications.*** These new products have been specifically designed and assessed to meet the relevant requirements of current and emerging standards. Storm FT8000 Keypads are approved as a compliant component for use in unattended or outdoor card payment terminals. Further, they were designed to meet the guidelines of the Disabilities Discrimination Act and the Americans with Disabilities Act.

Considering the increasing use of cards for payments in 'drive-through' restaurants, ticketing, car parking and toll booth applications; it is clear that the market for outdoor, unattended payment terminals will continue to be the fastest growing sector of the payment technology industry. Currently, over 30% of European Petrol Filling stations are planning to offer 'Pay at the Pump' facilities by the end of 2005. Each one of these facilities will require terminal that meet data security mandates, withstand the rigors of physical abuse and are accessible to the less-abled.

In Europe the growth in demand for 'unattended terminals' has been fuelled by the introduction of secure 'Chip and PIN' technology, making 'card payment' acceptable in applications and locations previously known to be at risk from fraudsters. MasterCard and Visa's recent announcement of a unified global standard for PIN Entry devices indicates a wider international acceptance of PIN Entry as the most practical means of combating card fraud. As PIN entry (as opposed to signature surveillance) becomes the routine mechanism for establishing identity, the public will demand the convenience of unattended, 24/7, card payment terminals in ever increasing applications.

Rugged, reliable and responsive!



Background:

An electronic copy of this Media Release and associated images can be downloaded from www.storm-keypads.com/latestnews .

Product data sheets for the new STORM FT8000 Series Keypads are provided as attachments to this document and can also be downloaded from www.storm-keypads.com/latestnews.

For more information about STORM-Interface please visit www.storm-interface.com or contact [Suzanne Williams](#) on +44 (0)1895 431421.