



## Dual Interface (DI) = Contact & Contactless

### Dual Interface Cards contain a single Packaged Chip Module supporting both Contact and Contactless Interface

A Dual Interface chip card can be a credit or debit card with an embedded chip that allows the card to be used in both Contact and Contactless transactions. Dual Interface (DI) chip cards allow card readers to obtain the card's identifying information through the use of a single chip.

Unlike a hybrid/twin card (which has two separate chips) the Dual Interface card utilizes a single chip consisting of both Contact and Contactless interface.

Cards must contain Dual Interface to be Contactless; this is achieved by combining both Contact and Contactless.

## Key Benefits



### More Choices

The Dual Interface feature of credit and debit cards gives consumers the flexibility to operate with either a Contactless reader or a physical reader, depending on what the situation dictates. Dual Interface comes equipped with an antenna that allows users to simply wave their card in front of the reader. DI cards are the best of both worlds, working with both physical and Contactless readers.



### Boost Customer Affinity

Dual Interface cards present yet another way for consumers to pay. More options mean fewer restrictions for consumers who favor a card that works in all situations. Dual Interface cards are fast, featuring tap and go payments. If you are running a business where slower cash or physical reader transactions will hold up the line, allowing fewer customers to purchase goods, you are losing that quick revenue. Customers also appreciate the ease of shopping without swiping, signing, or counting.



### Gain Velocity

Dual Interface cards are secure, safe from card-hacking malware and information theft. While they are easy to use, they are not easy to steal. The near-field communication software used is protective of your information and is becoming more and more popular as retailers adopt it.



### Reduce Risk

With global adoption of EMV® Payment Acceptance, Dual Interface cards are a secure payment option for consumers to use world wide. DI cards promise to broaden card use by delivering improved user experiences that are convenient, reliable and secure.



## CustomerConnect™

### Dynamic Card Marketing Technology Driving Greater Affinity

In today's world of information, if you're not taking advantage of those insights from the amount of data you have collected on your customers, you're missing out on a big opportunity to propel greater loyalty and lift for your card programs.

Whether it is launching a debit reward or a credit incentive program or simply offering seasonal promotions, card marketers must compete for attention from an increasingly-sophisticated audience and strive to engage them in a more meaningful and captivating way.

Arroweye CustomerConnect is a responsive card solution, combining its patented digital on-demand technology with virtually any additional customer data stream to help card issuers build targeted, personalized marketing programs. Card marketers will now have the flexibility to incorporate consumer-centric preferences dynamically on each card, carrier, and packaging making it a true one-to-one connection.

Instead of sending a mass mailing to a broad demographic, you can develop highly customized mailings based on customer's interests, credit history, geography or spending habits. The result is personalized card marketing mailings with higher targeting efficiency, greater customer affinity and share of mind.

## Key Benefits



### More Choices

To break through the clutter, the timely use of dynamic rich content in your card mailings has noticeable impacts on customer adoption. CustomerConnect can give you unlimited choices to brand and customize each card, carrier and packaging so that each mailing stands out on its own.



### Boost Customer Affinity

Consumers are over-saturated with mailings. When you can incorporate their unique preferences and interests in each of your loyalty card marketing campaigns, you get their attention and your offers stand out from the pile. Our CustomerConnect solution allows you to build deeper relationships with your customers and ultimately greater card usage and loyalty.



### Gain Velocity

Each card and its components are produced dynamically and on-demand when they are ordered. This will give your card programs faster speed to market and improved agility to respond to changing industry and consumer needs.

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