

# WHY CHIP BEATS STRIP



SECURITY IS JUST ONE REASON TO SWITCH FROM A MAGNETIC STRIP CARD TO AN EMV CHIP CARD.

## CHIP CARDS

COMPUTER MICROCHIP



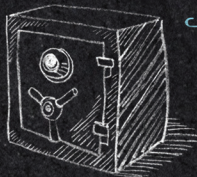
CARD IS LEFT IN TERMINAL UNTIL TRANSACTION IS COMPLETE.



## DURABLE

NEW  
UNIQUE CODE  
WITH EVERY SWIPE

DIFFICULT TO  
COUNTERFEIT



LESS  
RISK  
OF FRAUD



ACCEPTED  
WORLD  
WIDE

## MAGNETIC CARDS

SWIPE CARD



EASY TO  
DUPLICATE

MAG-STRIP EASILY GETS SCRATCHED

## MAGNETIC

STORAGE  
and STRIP  
DOES NOT CHANGE

EASY TO  
COUNTERFEIT

HIGH RISK OF FRAUD



LESS  
ACCEPTED  
WORLD  
WIDE

PRESENTED BY

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### REMEMBER:

CHIP CARDS WILL STILL HAVE A MAGNETIC STRIP FOR A CERTAIN TIME PERIOD IN CASE A CHIP-ENABLED TERMINAL IS NOT AVAILABLE.