EMV® Chip News

July 2020

Introducing the Visa Ready Tap to Pay Program

In March 2020, Bleu, CardFlight, Equinox, PAX Technology, Inc. and SlimCD were recognized at the Payment Technology Partner Forum for demonstrating an optimal tap to pay point of sale experience through the Visa U.S. Qualified Tap to Pay Point of Sale Program.

Visa is excited to share that the U.S. Qualified Tap to Pay Point of Sale Program has been incorporated into Visa's global partner program as Visa Ready Tap to Pay. There has been increased interest and momentum with the program and this evolution to Visa Ready will help provide added benefits for participating partners. Castles Technology and Aurus have recently been added to the list of certified providers.

Below is a list of providers currently participating in the Visa Ready Tap to Pay Program:

- Aurus
- Bleu
- CardFlight

- Castles Technology
- Equinox
- PAX Technology, Inc.

- SlimCD
- Sound Payments Inc.

Program Overview

The Visa Ready Tap to Pay program will provide a dedicated platform for U.S. only certified POS solutions that enable optimal tap to pay experiences while continuing to drive standards-based, consistent and reliable tap to pay acceptance and adoption across the payments ecosystem.

Participating certified partners can accelerate their solutions to market through a number of benefits offered by the Visa Ready Tap to Pay program:

- **Top of funnel brand awareness** through a listing on the Visa Partner solutions directory.
- **Visa Ready brand usage** for partner solution go-to-market and promotional materials.
- **Direct engagement** with Visa through the Visa Partner portal, access to Visa best practices and requirements for certification, and relevant consultation.

The program and expanded Visa Ready resources will formally launch later this year. Prior to launch on the Visa Partner portal, we will continue to collaborate with solution providers directly to help onboard solutions into the program, and guide our partners through requirements, best practices, and ultimately, certification approval.

Once approved, providers will be recognized as a Visa Ready Tap to Pay program partners. If solutions are certified before the formal launch of the program, providers may begin to utilize the Visa Ready brand to promote their solutions. More details will be provided on the launch date in the near future.

For More Information

Contact Cindy Kohler at kohler@visa.com or visaready@visa.com for more details on participating in the program.

Other Resources

Refer to the Consumer [Experience at the Contactless Point-of-Sale guide](#) and [Contactless POS Experience Best Practices Webinar](#) published by the U.S. Payments Forum for a cross-industry perspective on contactless acceptance best practices.

Inquiries and Additional Resources

For inquiries or questions, please contact VisaTechPartnerships@visa.com.

In the meantime, please visit these Visa chip sites for more information about EMV:

[Visachip.com](#)

[Visa Technology Partner](#)

EMV Testing and Certification White Paper: [Current Global Payment Network Requirements for the U.S. Acquiring Community](#)

US Payments Forum White Paper: [EMV Level 3 Contactless Certification Recommended Solutions to Reduce Deployment Time](#)

Visa Approval Services

Refer to Approval Services monthly approved products lists for chip payment devices that were granted Letter of Approval (LOA) upon completion of Visa's contactless Level 2 kernel testing and approval process. The complete list is available on Visa Technology Partner website at: https://technologypartner.visa.com/Testing/TestMaterials.aspx

For any other questions on the Approval Services' testing and approval process for contactless chip payment devices, please contact ApprovalServices@visa.com.

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