

## EMV Migration Forum B-roll Script and Video Timestamps

**ANCHOR LEAD:** MILLIONS OF AMERICANS ARE RECEIVING CREDIT AND DEBIT CARDS WITH A NEW SECURITY TECHNOLOGY THAT MAKES THEIR CARDS MORE SECURE THAN EVER. HERE TO TELL US ABOUT IT IS [REPORTER].

Video	Audio
<p>Shoppers footage (0:53-0:58)</p> <p>Chip card front and back (1:13-1:15)</p>	<p>HAVE YOU LOOKED AT YOUR CREDIT AND DEBIT CARDS LATELY? SHOPPERS ACROSS AMERICA [or STATE] ARE NOTICING A NEW SECURITY FEATURE ON THEIR PAYMENT CARDS. IT'S CALLED A CHIP CARD, AND IF YOU DON'T HAVE ONE YET, YOU PROBABLY WILL SOON AS RANDY VANDERHOOF, DIRECTOR OF A NOT-FOR-PROFIT INDUSTRY ORGANIZATION HELPING TO INTRODUCE THIS NEW TECHNOLOGY, EXPLAINS.</p>
<p>Randy Vanderhoof on camera Lower third I.D. Randy Vanderhoof Director, EMV Migration Forum</p> <p>Soundbite (4:00-4:14)</p>	<p>Sound Bite: "Millions of people already have chip cards and may not even realize it. By end of the year, roughly two thirds of all payment cards will have a chip, and more retail locations and ATMs will accept them."</p>
<p>Chip card front and back (1:05-1:09)</p> <p>Shoppers footage (1:10-1:16)</p>	<p>WHILE THE CHIP IS A NEW FEATURE, SOME THINGS ON YOUR PAYMENT CARDS WILL REMAIN THE SAME. FOR EXAMPLE, THE MAGNETIC STRIPE STAYS ON THE BACK OF YOUR CARD. THAT ENSURES YOU CAN CONTINUE TO SHOP EVERYWHERE, AS YOU ALWAYS HAVE.</p>
<p>How to complete a chip transaction (1:23-1:26)</p>	<p>WHAT'S CHANGING? WHEN YOU USE A CHIP CARD AT A CHIP-ENABLED TERMINAL OR ATM, YOU PUT IT IN THE SLOT AND LEAVE IT THERE.</p>
<p>How to use a chip card at any terminal (2:07-2:13)</p>	<p>HERE'S HOW THAT WORKS: AT A PAYMENT TERMINAL, IF YOU ARE NOT SURE IF IT'S CHIP-ENABLED, SWIPE FIRST, JUST LIKE YOU DO TODAY.</p>

<p>How to use a chip card at any terminal (2:15-2:20)</p>	<p>IF IT'S A CHIP-ENABLED TERMINAL, IT WILL ASK YOU TO INSERT YOUR CARD.</p>
<p>Chip card use at an ATM (3:38-3:42)</p> <p>Chip card use at an ATM (3:43-3:46)</p> <p>Chip card use at an ATM (3:47-3:57)</p>	<p>AT AN ATM, INSERT YOUR CARD AS YOU NORMALLY WOULD. THEN FOLLOW THE PROMPTS.</p> <p>IF IT'S A CHIP-ENABLED ATM, IT WILL HOLD YOUR CARD DURING THE TRANSACTION. REMEMBER TO TAKE YOUR CARD WHEN THE TRANSACTION IS COMPLETE</p>
<p>How to use a chip card at any terminal (2:17)</p>	<p>FOR BOTH PAYMENT TERMINALS AND ATMS, INSERT YOUR CARD WITH THE CHIP-END FIRST, FACING UP.</p>
<p>Randy Vanderhoof on camera Lower third I.D. Randy Vanderhoof Director, EMV Migration Forum</p> <p>Soundbite (4:17-4:31)</p>	<p>Sound Bite: "The big security advantage of chip cards is they make every transaction unique. That makes it virtually impossible to create counterfeit cards to commit in-person fraud."</p>
<p>How to complete a chip transaction (1:30-1:37)</p>	<p>WHEN USING YOUR CHIP CARD, IT'S IMPORTANT TO REMEMBER TO LEAVE YOUR CARD IN THE TERMINAL OR ATM UNTIL IT TELLS YOU TO REMOVE IT. AT THE END OF THE TRANSACTION, REMEMBER TO TAKE YOUR CARD.</p>
<p>Screen grabs from GoChipCard.com Lower third I.D. <a href="http://WWW.GOCHIPCARD.COM">WWW.GOCHIPCARD.COM</a></p>	<p>TO LEARN MORE ABOUT CHIP CARDS, GO TO <a href="http://WWW.GOCHIPCARD.COM">WWW.GOCHIPCARD.COM</a>.</p>