



www.NoCardFraud.com

MAGTEK[®]

join the
campaign

The Campaign To Wipe Out Counterfeit Card Fraud

Go to NoCardFraud.com to join the campaign to keep Americans safe and support our economy!

OUR MISSION

Encourage the Payment Card Eco-System of banks, processors and merchants, to work together now to wipe out over \$5+ billion in annual counterfeit card fraud in a cost-neutral fashion.

A TRUE SOLUTION

A new solution exists from within the financial industry that requires no change in consumer or merchant behaviors, or to the 3 billion cards in use today and matches all 5 of the PCI recommendations for ensuring the security and integrity of the payment card system.

ALL WE NEED

- Banks to capture MagnePrint at issuance
- Merchants to capture MagnePrint as they swipe
- Real-time, secure comparison check of the two

FRAUD GOES AWAY

- No Change to Cards
- No Change for Consumers
- No Change for Checkout Process

THE PROCESS

It's now possible for card issuers to uniquely identify each physical card they send out by analyzing its magnetic signature. By recording this signature, and making it available to be 'reference checked' by merchants at the same time they swipe for authorization, the cards and processes all stay the same, and only the counterfeit cards are declined. To make this happen, the card issuers must agree to read, record and share their card's magnetic signatures, card processors must agree to read, record, and share processed card's signatures, and merchants must agree to use terminals that have the ability to read the magnetic signature of the card.

EVERYONE WINS!

We reduce counterfeit card fraud dollars going to foreign organized crime when merchants simply decline any card presented that is not original. Law enforcement wins by eliminating an entire sector of organized crime. Banks win with lower fraud. Merchants win with an affordable way to lower chargebacks. Consumers win with lower fraud and ID theft.

By adopting this system as an industry, we make payments safer for consumers, while better protecting our critical infrastructure from foreign threats. This same process will detect counterfeit credit, debit, stored value, identity, health care, driver's licenses, and physical access cards, and is available for home use to improve eCommerce security and privacy on the internet.



MAGENSA[™]
SIMPLY STOPS FRAUD 

How to wipe out counterfeit card fraud

Dynamic Card Data and Dynamic Card Authentication

MagTek has purchased the rights to this process, and invested millions to reduce the cost of reading the magnetic fingerprint, called a MagnePrint[®]. As MagTek is already the dominant provider of the world-wide payment systems' magnetic readers, it is uniquely positioned to introduce this security upgrade with minimum disruption or cost.

Card Issuing Banks

Capture Reference Prints
Share Reference Prints
No significant change in process
Cost: less than 1% of annual fraud loss

Card Processors

Capture Reference Prints
Share Reference Prints
No significant change in process
Cost: neutral deployment

Merchants

Capture Transaction Prints
Check against Reference Prints
Decline all counterfeit cards
Cost: upgraded card readers

Billions of dollars a year are lost to card fraud. Much of that finds its way to foreign organized criminals and terrorists. This is a national security issue as well as a financial services issue.

Together, we can wipe out counterfeit card fraud today

When a card-present transaction is submitted, the MagnePrint of the card read at the transaction point is transmitted along with the card data and other data. The MagnePrint risk management tool compares the 'transaction MagnePrint value to a 'reference MagnePrint value' already present in the authorization database, calculates the degree of correspondence (the match value) between the two values, and that allows the merchant to make a judgment about the card's authenticity based on all available transaction information, including the match value. The system has been fully tested and deployed by leading banks and brands, is managed by the industry's leading secure transaction provider (over two thirds of all mag stripe installations worldwide), and is in use today.

MagnePrint[®] and the MagneSafe[™] Security Architecture are technologies that were discovered, and developed in America that support our current infrastructure.

MagnePrint is a patented, proven technology and was discovered by researchers at Washington University in Saint Louis. MagTek is the sole licensee of MagnePrint and has invested heavily to commercialize the technology for world-wide deployment.



MagnePrint has been refined to fit within industry standard magnetic read heads that are found in all point of sale terminals. MagnePrint secured devices include secure card reader authenticators, card issuing equipment, encrypting PIN pads, small document scanners and as components, or licenses to build into any manufacturers' products, including ATM machines, gas pump terminals, and point of sale devices.

American Ingenuity that Works

Supporting the Campaign to Wipe Out Counterfeit Card Fraud helps support and create US jobs, grows our economy, keeps the money Americans work hard for in America, saves billions of dollars annually, lowers merchants' costs, keeps customers' prices as low as possible, secures Americans' identities, and decreases the funding to organized criminals and terrorists.

Since 1972, MagTek has been a leading manufacturer of electronic devices and systems for the reliable issuance, reading, transmission and security of cards, checks, PINs and other identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Its products include secure card reader authenticators, small document scanners, PIN pads and card personalization and issuance systems. These products are used worldwide by financial institutions, retailers, hotels, law enforcement agencies and other organizations to provide secure and efficient electronic payment and identification transactions.

Today, MagTek continues to innovate with the development of a new generation of Protection Services secured by the MagneSafe[™] Security Architecture. By leveraging strong encryption, secure tokenization, real-time authentication and dynamic transaction data, MagneSafe products enable users to assess and validate the trustworthiness of credentials used for online identification, payment processing and other high-value electronic transactions.

