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## **Linxens and Ellipse introduce a revolutionary battery-free Electronic Verification Code™ (EVC™) solution for payment cards**

**The Linxens EVC Prelam enables volume deployment of this new technology via traditional card manufacturers.**

Linxens, a leading technology company providing component-based solutions for secure connections and authentication, and Ellipse, an innovative Los Angeles-based FinTech company, announce the launch of a battery-free dynamic Card Security Code solution for payment cards. The **Electronic Verification Code (EVC)**, addresses the issue of card-not-present fraud by changing the Card Security Code, displayed on a small on-card screen, during EMV® transactions.

Linxens is presenting the breakthrough technology at its booth (B 020) at Trustech 2019 in Cannes on November 26-28.

### **EVC - The new standard for online payment security**

Card-not-present (CNP) fraud is an attempt to make a fraudulent credit card purchase while not possessing the physical card, typically online or over the phone. To combat this type of fraud, many online merchants now require the Card Security Code (CVV, CID or CVC), the three- or four- digit code printed on the reverse or front side of the card. However, once compromised, this line of defense is rendered ineffective.

This is where the dynamic security code changes the game, employing a small bi-stable screen on the card in the same position where a standard, static, security code is usually printed. The display is powered and updated with a new security code each time the card is used in an EMV transaction, rendering stolen credit card data useless and reducing CNP fraud.

### **Easy-to-deploy solution for issuers**

The solution provides a frictionless experience for cardholders and is transparent to merchants, providing merchants and issuers with dynamic data during an e-commerce transaction thus increasing the certainty that a CNP transaction is legitimate and consequently decreasing false declines. It also reduces costs for card replacements due to stolen card data and fraud management. Payment cards employing EVC technology are fully compatible with existing POS terminals and ATMs.

The Linxens EVC-Prelam, integrating Ellipse battery-free display technology, is compatible with existing hot-lamination processes equipment, as well as with all standard card features (embossing, magstripe, hologram, etc.). The Linxens EVC-Prelam is an industrialized solution which enables volume deployment of this new technology via traditional card manufacturers.

**Meet Linxens at Trustech on November 26-28 in Cannes, France Booth# B 020**

**About Linxens**

Linxens is a leading technology company providing secure component-based solutions for security and identification.

A world-class specialist in the design and manufacture of Microconnectors for smart cards and RFID Antennas and Inlays, Linxens' portfolio also includes module packaging. With over 100 billion Microconnectors and 4 billion RFID Antennas supplied to date, Linxens is the preferred supplier of many of the world's technology pioneers shaping the markets of financial services, telecom, transport, hospitality, leisure & entertainment, eGovernment, access control, healthcare and Internet of Things (IoT).

Linxens is headquartered in Levallois Perret (France) and employs 3,200 people worldwide. It has six R&D centers and 10 manufacturing sites.

[www.linxens.com](http://www.linxens.com)

**About Ellipse**

Ellipse is a Los Angeles based FinTech company shaping the future of payment security. Ellipse has invented EVC™, the innovative new Card Security Code standard. EVC is a breakthrough solution to combat Card-Not-Present fraud. EVC is easy to deploy for issuers, provides a frictionless experience for cardholders, and is transparent to merchants. Ellipse is revolutionizing the smartcard industry by introducing its EVC battery-free display technology, enabling all card manufacturers to produce display card products with their existing hot-lamination process and equipment. Ellipse's innovative, patented battery-free display card technologies enable secure Card Not Present transactions and the dynamic display of prepaid card balance and transit value information. Ellipse is comprised of leading payment technology experts dedicated to help stakeholders generate new value from technologies that address today's and tomorrow's challenges of the digital payment ecosystem.

[www.ellipse.la](http://www.ellipse.la)



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*EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.*

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