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OMNIFUND CLOUD EMV CHIP CARD PAYMENTS

Increase Security, Decrease Credit Card Fraud And Decrease Liability For Merchants

Tampa, FL: OmniFund today announced the launch of Cloud EMV Chip Card Payments, a new payment service. Cloud EMV Chip Card Payments allow merchants to accept EMV (Europay, Mastercard, and Visa) chip cards and offer a new way for merchants to increase transaction security and decrease liability for fraudulent transactions.

"EMV readers have become ubiquitous over the last decade owing to their time-saving convenience and easy deployment. OmniFund's EMV units offer our merchants a secure, EMV-compliant, and versatile point-of-sale solution that meets the challenges and demands of the modern digital payments industry," says E.J. Christy, Customer Support Manager at OmniFund. "Our devices support all the latest digital payment features such as chip and contactless payment."

Features and benefits of Cloud EMV chip card payments include:

- Decreases in the amount of credit card fraud for in-person transactions.
- Removal of merchant liability for fraud that results from non-EMV compliant transactions.
- Protection for everyone involved in the transaction, including the cardholders, merchants, issuers, and processors.

EMV Chip Card technology provides superior data protection and reduces credit card fraud. These cards authenticate in-person transactions using data coded to an embedded "smart chip" instead of the traditional magnetic stripe. The chip data is also encrypted, making it far less susceptible to cloning and other forms of fraud. OmniFund's payment platform supports EMV card acceptance for any merchants who are ready to add this capability. For more information, visit <https://omnifund.com/emv/>.

ABOUT OMNIFUND:

OmniFund is a leading provider of innovative payment solutions for a variety of industries and businesses of all sizes. Security is the company's focus, responding to customer and partner demands to uphold ever-changing regulations. Backed by its expert service and U.S.-based support, OmniFund equips its clients with the solutions to grow their businesses. For more information, visit www.omnifund.com.