



**HIGH-DEFINITION NEWS**  
**Special 'Contactless' Edition**

**No Need to Swipe That Card**

**By Clark Crowdus**

Contactless card payment products represent the greatest opportunity to impact the *consumer* payment experience at the point-of-sale since the introduction of the magnetic stripe 30 years ago.

The question is not if—but when—contactless payments begin to reach threshold levels of awareness and consumer usage. With contactless payment applications cropping up in many regions globally, High-Def's prediction is that you'll be hearing about contactless card products from your debit or credit card issuer or see merchant point-of-sale terminals that enable transactions from these cards. And this will happen sooner rather than later.

Want to learn more?

High-Definition Consulting Group has recently completed a top-line product primer, value proposition assessment, and market entry strategy appraisal for Visa Asia-Pacific. Read it at:

[http://www.apvbs.com/apvbs/library/products/27Visa\\_Wave\\_Article1.shtml](http://www.apvbs.com/apvbs/library/products/27Visa_Wave_Article1.shtml)

[http://www.apvbs.com/apvbs/library/products/27Visa\\_Wave\\_Article1a.shtml](http://www.apvbs.com/apvbs/library/products/27Visa_Wave_Article1a.shtml)

[http://www.apvbs.com/apvbs/library/products/27Visa\\_Wave\\_Article1b.shtml](http://www.apvbs.com/apvbs/library/products/27Visa_Wave_Article1b.shtml)

We hope that you enjoy the article.

Best wishes for a successful—and contactless—2006!

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*High-Definition News* is brought to you by High-Definition Consulting Group, a San Francisco-based marketing and business consulting firm that specializes in identifying and clarifying marketplace opportunities. Our aim is to bring you brief, but thought-provoking content and nuggets of marketing wisdom from our experience and from the experience of others in an easy-to-digest format.

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