
Visa turns spotlight on the future of commerce at the 2016 Toronto International Film Festival

In its 20th year of sponsorship, Visa brings the future of commerce to life for festival-goers; helps drive charitable donations through contactless connected screens

TORONTO, ON— (September 9, 2016) - In its 20th year of sponsorship of the Toronto International Film Festival (TIFF), Visa will roll out the red carpet for a lineup of innovative payment experiences showcasing the future of commerce. From September 8-18th, VISA will provide festival-goers with the opportunity to experience the first-of-its-kind Connected Screen powered by Ingenico Group, the global leader in seamless payment, which is making its debut at TIFF to enable contactless payments, and a Virtual Wardrobe Studio featuring Visa Checkout.

“Throughout our long history as sponsor, we’ve continued to expand access for filmgoers with interactive experiences that heighten the excitement of the Festival,” said Brenda Woods, head of marketing, Visa Canada. “Our activation at Roy Thompson Hall showcases Visa’s leading edge payment technology, transporting consumers to the future of commerce.”

First-of-its-kind Connected Screen

Utilizing Ingenico Group’s Connected Screen technology, the first of its kind in North America, VISA will demonstrate how contactless technology can make payments seamless for consumers. Contributions of \$2 or \$5 can be made to the TIFF Pocket Fund by waving a Visa payWave enabled credit card or device at the Visa Connected Screen. The TIFF Pocket Fund is an organization dedicated to ensuring that every young person has access to TIFF’s educational programming regardless of their financial circumstance.

“As we expand our offering to increase touch points for payments acceptance, digitization allows for unique and engaging consumer experiences,” said Suzan Denoncourt, managing director, Canada, Ingenico Group. “The integration of our secure payment technology into connected screens enables merchants to interact with their consumers in creative ways, while enabling frictionless purchases virtually anywhere via contactless credit card or NFC-enabled mobile wallet.”

In Canada, 21 Visa payWave transactions take place every secondⁱ, and as the number of IoT enabled devices is expected to grow to 50 billion globally by 2020ⁱⁱ, payment-enabled devices in any number of form factors will continue to be in demand.

“We’re excited to partner with Ingenico Group to debut the Connected Screen in Canada,” said Derek Colfer, head of technology and Digital Innovation, Visa Canada. “We’ve entered the next phase in the evolution of electronic commerce that includes many new players and innovative ways to shop, pay and get paid, while maintaining the payment security that consumers expect from Visa.”

Virtual Wardrobe Studio

In celebration of film, Visa is further extending the cinematic experience at the Festival with an immersive virtual shopping experience. By stepping into the Virtual Wardrobe Studio’s augmented

reality space, consumers will be dynamically transported into a film's wardrobe department, where they'll have the opportunity to virtually try on costumes from a variety of movies and genres. From standing in Versailles in a full Marie Antoinette gown and headpiece, to a gladiator helmet, chest plate, sword and shield in the Coliseum, attendees can navigate their way through the experience using hand gestures to select purchases and checkout with a selfie!

The Virtual Wardrobe Studio illustrates how easy it can be to shop online with Visa Checkout, the online payment service that lets consumers make online purchases more quickly and easily. Whether using a computer, tablet or mobile device, Visa Checkout makes online shopping more enjoyable by removing the need to continually re-enter payment and shipping information.

Visa Infinite

Always synonymous with the TIFF experience, Visa infinite cardholders will enjoy the perks and special access they have come to expect at the Festival through the years. Visa Infinite cardholders had access to special ticket presales and will enjoy VIP access to theatre lounges including the Red Carpet lounge, express lines access at the Visa Screening Room, and other perks.

Visa Infinite provides cardholders with access to one-of-a-kind experiences. This includes exceptional benefits at some of the world's finest hotels, exclusive access to dining and sports events and complimentary 24/7 concierge service. For more information about Visa Infinite please visit visainfinite.ca.

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About Visa

Visa is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks — VisaNet — that is capable of handling more than 47,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, pay ahead of time with prepaid or pay later with credit products. For more information, visit corporate.visa.com and [@VisaNewsCA](https://twitter.com/VisaNewsCA).

About Ingenico Group

Ingenico Group (Euronext: FR0000125346 - ING) is the global leader in seamless payment, providing smart, trusted and secure solutions to empower commerce across all channels, in-store, online and mobile. With the world's largest payment acceptance network, we deliver secure payment solutions with a local, national and international scope. We are the trusted world-class partner for financial institutions and retailers, from small merchants to several of the world's best-known global brands. Our solutions enable merchants to simplify payment and deliver their brand promise. Learn more at www.ingenico.com or twitter.com/Ingenico.

¹ VisaNet data, domestic, face-to-face transactions; April, 2016 - June 2016

ⁱⁱ Cisco: <http://www.cisco.com/c/en/us/solutions/internet-of-things/overview.html>