



## Red Roof Enhances the Customer Experience with Ingenico Group's Smart Terminals

*Ingenico Group's next-generation iSC Touch 480 smart terminals enable Red Roof Inn to provide a more secure and efficient payment experience across all of its locations*

Atlanta, Ga. – December 6, 2016 – [Ingenico Group](#) (Euronext: FR0000125346 - ING), the global leader in seamless payment, announced today it has been chosen by Red Roof Inn® to deploy a new point of sale (POS) system across its over 470 properties. By implementing Ingenico Group's [iSC Touch 480](#) smart terminals, Red Roof has transformed its traditional checkout experience with a fast and easy multimedia POS solution.

As an Ingenico Group customer for over eight years, Red Roof chose to upgrade its current POS system to be more secure and EMV ready. The solution also expands customer choice by enabling acceptance of any preferred method of electronic payment, including EMV chip & PIN, chip & sign, magstripe, signature capture and NFC/contactless methods, including Apple Pay and Android Pay. Ingenico Group's iSC Touch 480 smart terminals offer an extra-large multimedia touchscreen to enhance interactivity and the consumer's overall purchase experience. To increase security, the terminals allow Red Roof to adopt point-to-point encryption (P2PE) as part of its multi-layered security approach to reduce the scope of PCI compliance and keep customer data safe.

"At Red Roof, we pride ourselves on providing a superior customer experience, and we are dedicated to ensuring our guests have a relaxing and enjoyable stay – from the moment they arrive to the moment they leave," said Jeff Linden, CIO at Red Roof. "With a seamless payment experience provided by Ingenico Group, we are able to exceed our guests' expectations by delivering a multimedia solution equipped with a color touchscreen, which enhances interactivity and engagement at the point of sale during check in and check out."

By implementing 900 new smart terminals, Red Roof joins many other hotel chains that have upgraded their payment technology to accept EMV payments. With the liability shift, EMV migration is critical for hotels as credit card charges are typically for higher amounts than other businesses, meaning that each chargeback from a fraudulent transaction could be very costly on its own. By enacting a multi-layered security strategy that leverages both EMV acceptance and P2PE, hotels like Red Roof are able to not only better protect their business and reputation, but their customers' information as well.

"With our smart terminals, we are able to significantly enhance the checkout experience for Red Roof's customers by providing an interactive POS solution that accepts a variety of payment methods, making it easy for them to pay their way," said Scott Tubbs, chief revenue officer at Ingenico Group. "Red Roof has been a great partner for many years now, and is dedicated to providing its customers with the best experience possible, and that includes the check-in/check-out process. EMV migration is top of mind for many hoteliers and by upgrading their payment solution Red Roof is ensuring it is staying ahead of the trend."

About Red Roof®

Red Roof is a leader in the economy lodging industry with franchised, corporate-managed, and corporate-owned properties, serving millions of guests each year. With coast-to-coast locations, Red Roof has over 470 properties in the U.S. Red Roof is also expanding internationally to Brazil, Canada, Thailand



and Japan. The primary goal at Red Roof is to provide customers a savings without sacrificing comfort. The brand has been investing significantly to renovate and upgrade hotels nationwide with sleek and modern NextGen® redesign elements. The Red Roof NextGen hotels feature updated, stylish and home-like interior and exterior designs that demonstrate the Red Roof dedication to providing customers with an affordable stay in a clean, comfortable and modern room. The company is rolling out Red Roof PLUS+®, an enhanced Upscale Economy® offering at a value price, committed to “Adding More Wow to Your Stay!®”. Nice Place. Nice Price® is what every consumer can expect when they stay at any Red Roof location; and because the company has a single brand in their portfolio, Red Roof also offers franchisees One Brand. One Focus™. The Red Roof loyalty program, RediCard®, is the richest in the industry rewarding members with free nights with only 6,000 points, advance notice of special offers, and complimentary bottled water each day of their stay. Traveling with your pet? Don't forget that at Red Roof 'you stay happy, pets stay free' as one well-behaved pet is welcome per room, nationwide. The Columbus, Ohio based company has more than 4,500 employees. For more information or reservations, call 800.RED.ROOF (800.733.7663) or visit [www.redroof.com](http://www.redroof.com).

#### 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.us](http://www.ingenico.us) or [twitter.com/Ingenico](https://twitter.com/Ingenico).

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