

CSNews RETAIL TECHNOLOGY

SEARCH OUR SITE

- » ABOUT/CONTACT US
- » ADVERTISE
- » SITE MAP



MOBILE WALLETS

PayPal takes the plunge in Home Depot.

» Read More

SELF-CHECKOUT

What you need to know before taking the plunge.

» Learn More

GOING ELECTRIC

Washington State to install electric charging stations.

» Read More

TOP STORIES NEW PRODUCTS RESOURCES

Headlines Special Features Compliance & Standards Expert Columns Videos

 **Get CSN RT delivered to your inbox!**
CLICK HERE to subscribe to our eNewsletters!

Top Stories » Headlines » Retail Tech

Jan 11, 2012

New Pilot Program Dispenses Visa Gift Cards From ATMs



Recommend

Share

Tweet 2

SAN FRANCISCO -- Visa Gift Cards may soon be dispensing from an ATM near you. The credit card company is partnering with Better ATM Services to test offering its gift cards at the automatic money machines.

An in-market pilot program is currently underway offering Visa Gift Cards at walk-up and drive-thru ATMs in select locations throughout Arizona. Credit Union West, MariSol Federal Credit Union and Pinal County Federal Credit Union are participating in the pilot program, according to a press release.

"Our participation in this pilot with Better ATM Services and three Arizona credit unions is part of our ongoing commitment to supporting prepaid innovation and expanding access to Visa prepaid products; delivering value to our financial institution clients, consumers and merchants," said Hyung Choi, head of US Prepaid, Visa Inc.

Mesa, Ariz.-based Better ATM Services conceived the patented technology that enables the secure and convenient sale of prepaid cards through ATMs, and its CEO Todd L. Nuttall said this is just the first step.

"When ATMs were first introduced in the 1970s, consumers began a love affair with the very best in time and place convenient banking services and today we continue to expand those benefits through new innovations. We are working with ATM manufacturers, independent sales organizations and financial institutions to make ATM-dispensed gift cards a common offering at ATMs throughout the country," Nuttall said.

The menu screens of the ATMs participating in the pilot program include a "Purchase Visa Gift Card" option and prompt the user to designate the value to load on each card. Cards are available with no activation fee in \$25 denominations during the pilot. The new ATM-dispensed Visa Gift Card is made of a durable yet thinner material, which allows the cards to easily pass through the cash mechanisms of ATMs.

Today's New Product



LED Fuel Pump Luminaire

The newest addition to Maxlite's MaxLED Collection, this high-power, 70-watt LED fixture replaces up to a 250-watt metal halide fixture and projects a beam spread from 0 to 40 degrees to reach the edge of a drive-through fuel pump structure's canopy.

» NEW PRODUCT SHOWCASE

Related News

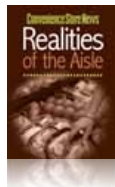
Top Stories

- [Smartphones Certified for Use as Visa Mobile Payment Devices](#)
- [Kum & Go Adds Radiant Technology to Portfolio](#)
- [Town Pump Launches New Digital Marketing Strategy](#)

« [Back to Headlines](#)



[Find Reports & Data](#)



[VIEW RESEARCH CATALOGUE](#)

Stagnito MEDIA

570 Lake Cook Rd, Suite 106
Deerfield IL 60015
Ph: 224-632-8200
Fax: 224-632-8266

Print / Electronic Media

Convenience Store News
CSNews for the Single Store Owner
Progressive Grocer
Progressive Grocer's Store Brands
The Gourmet Retailer
Retail Leader
Marketing Guidebook
Directory of Convenience Stores

Events

Hispanic Retail 360
Gourmet Insights Summit

Custom Media

© 2012 Stagnito Media. All rights reserved.