

OT partners with Swatch to offer contactless payment in Brazil

PAYMENT

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OT (Oberthur Technologies), a leading global provider of embedded security software products and services, announces a key partnership with Swatch, the renowned Swiss watchmaker and one of the world's most popular brands, to provide contactless payment to customers in Brazil. They will be able to pay with speed, security and convenience, just waving their stylish Swatch Bellamy watch close to contactless terminals enabled for NFC (near field communication) technology.

OT will provide its FlyBuySE (secure element) – NFC chip embedded in the watch – and the personalization of the product credit card data. OT's FlyBuySE is fully integrated within Swatch Bellamy watches and provides a high level of security while enabling contactless payments and transactions.

After buying the Bellamy Swatch, the owner automatically gets an account and an associated debit card with Brazil Pré Pagos. To activate it, owners just need to enter their data in the bank's website – which is done quickly and easily – and credit the account following the rules defined by the bank, to then be able to make contactless transactions.

Partnering with a brand as well known as Swatch to launch this innovative product is strategic for OT. As the acceptance of contactless payment grows, more and more end-users are looking for this type of wearable so that they can pay quickly and safely.

Eric Duforest, Managing Director of the Financial Services Institutions business at OT

According to Carlo Giordanetti, creative director of Swatch International, OT is the ideal technology partner to the Swatch Bellamy project:

OT knows how to adapt its portfolio of products and solutions to the latest trends and is the ideal partner to offer this innovative watch. We look forward to presenting the Swatch Bellamy in Brazil, a country that is characterized by having an open minded public for new technologies.