

Payment cards in Germany



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First Latin American Mall Prepaid Card Launched ePaynews.com

Apr 14 2008 : NovoPayment, a Latin American prepaid card issuer, has teamed up with Venezuela's Sambil Malls Group to launch the Sambil Visa Gift Card.

Miami, Florida- and Caracas, Venezuela-based NovoPayment says the Sambil card is the first prepaid gift card to be issued by a Latin American shopping mall.

The Sambil card, which does not require a bank account, is initially being sold at kiosks in the Sambil Mall in Caracas. It can be used at the 150,000 points of sale in Venezuela where Visa is accepted, including domestic Internet purchases.

Customers are able to load the card with between 100 Venezuelan Bolivar Fuerte (Bs. F.) (US\$47) and Bs. F.4,000 (US\$1,900). Users can review their transactions and their balance and report a lost card [via the Web](#), SMS text messaging, or by phone.

Sambil Mall Caracas is among the largest shopping centers in Latin America with 3 million square feet of space and 500 stores. The Sambil Malls Group owns sister properties in Valencia, Margarita, Maracaibo, San Cristóbal, and Barquisimeto. In the second quarter of 2008, its Visa gift card program will be extended to all these locations.

Separately, NovoPayment says it has been awarded Data Security Standard certification (PCI DSS) by the Payment Cards Industry Security Standards Council.

Related Links

- www.novopayment.com
- www.SambilVisa.com
- [UK County Launches Disadvantaged Teen Prepaid Activity Card](#)
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- Yes
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Quote of the Week

"Security is weighing heavily on retailers' POS purchase decision-making processes. They want POS systems that are PCI-compliant, in order to avoid data breaches.

[Source: IHL Group]

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