

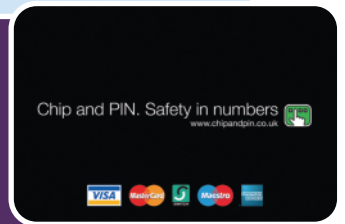
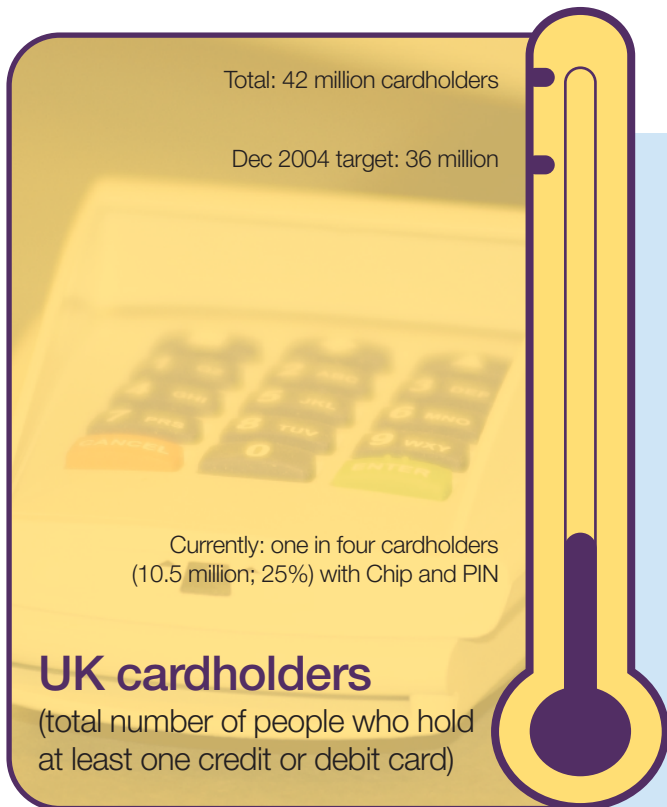


Chip and PIN

# Chip and PIN barometer

Update on the national rollout of chip and PIN

**MAR**  
2004



## New adverts hit the nation's TV screens

- Chip and PIN advertising campaign, created by Saatchi & Saatchi, breaks 15 March
- National TV, press and radio campaign
- *Safety in numbers* theme - highlights the importance of numbers in everyday life and using PINs will make people feel more secure when making card payments.

## Roadshow update

The chip and PIN Roadshow is visiting shopping centres around the UK and advising cardholders and retailers on what the rollout means for them.

The helpdesk and team have already been to London, Leeds, Sheffield, Reading, Edinburgh and Leicester, and will be visiting Southampton, Bristol and Newcastle before Easter. More dates and venues will be announced shortly.



**Disclaimer:** data is collected from a variety of sources and is an estimate as of 15 March 2004.

For further information please visit the website at <http://www.chipandpin.co.uk>

Alternatively please contact the press office on **0870 442 7898**, by fax on **0870 442 7899**, or by email at [chipandpin@fourplc.co.uk](mailto:chipandpin@fourplc.co.uk)