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Applications covered in this report

- Financial (debit, credit, stored value)
- Loyalty, gift cards and closed payments
- Mobile communications (GSM)
- Satellite TV
- Transit
- Campus
- Government
- Other

Technologies covered in this report

- Contact/contactless microprocessor/memory cards
- SIM cards, including HC SIMs ds
- EMV-compliant cards
- EMV standards and processes
- Card materials
- New magstripe card technologies
- NFC (Near Field Communications)
- Converged appliances
- Biometrics
- Card Acceptance Devices and terminals (including ATMs, point-of-sale terminals and automatic fuel dispensers)

This detailed 209 page report is a complete update of the 2000 edition of the study.

Prospects for the Chip-card Market in Canada: 2007 was published in February 2007. The report is available for purchase directly from TSI, or through various market research aggregation portals.

Why subscribe?

Subscribers will have access to essential information needed to tailor their strategies to the needs of the rapidly changing Canadian market. They will gain insight into market needs, market prospects, important trends, key drivers and critical issues affecting market development. Subscribers will be in a unique position to avoid costly and misguided marketing initiatives based on hype and conjecture. They will be able to make well-founded, research-based, strategic decisions about how best to steer their business in the highly dynamic Canadian smart card market.

Prospects for the Chip Card Market in Canada: 2007

A Strategic Analysis and Forecast of the Canadian Market for Memory and Microprocessor Cards, and Related Systems

Prospects for the Chip Card Market in Canada: 2007 is the most comprehensive, insightful and authoritative strategic market analysis and forecast available on the Canadian smart card market. Based on interviews with more than 85 key executives in the industry, as well as extensive secondary research, the report provides subscribers with essential information needed to succeed in this highly dynamic and rapidly developing market.



Market Summary:

- The Canadian market is on the eve of dramatic expansion, with the number of cards in circulation forecast to grow by more than 50% per year for the next five years.
- By 2011, more than 110 million smart cards will be in circulation in Canada.
- The surge in demand for smart cards is being led by Canada's EMV migration program, implementation of automatic fare collection systems by a number of transit authorities, and the use of smart cards for secure electronic travel documents (e-passports)
- The number of payment cards in Canada will exceed 132 million units by 2011 (including smart cards and magstripe cards)
- GSM SIM cards and smart cards used for conditional access for satellite television will remain significant market segments
- Wireless payments is an important growth area that may overtake the planned rollout of EMV contact smart cards
- There are a number of noteworthy opportunities for convergence with EMV-based payment applications emerging on the Canadian market
- Suppliers are gearing up for the surge in Canadian smart card demand with new entrants emerging at all levels in the value chain

The Canadian smart card market is unique, both in the way in which the market is developing, and in how the supply structure is adapting to meet expected surge in demand for smart cards, terminals and related systems. This report positions the Canadian market in the context of global smart card market developments, examines important technology trends influencing the Canadian market, and provides subscribers with an in-depth assessment of the opportunities for smart cards in Canada in different application sectors, together with insightful analysis of the challenges facing the deployment of smart card systems in these areas.

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Who should subscribe?

Senior executives planning their business development strategies in the Canadian smart card market, including:

- Suppliers of contact and contactless smart cards, point-of-sale terminals and card acceptance devices, ABMs and automatic fuel dispensers, NFC devices, transit solutions and high-security solutions
- Professional services and consulting firms hoping to leverage their international experience base in smart card systems through providing services to the lucrative Canadian market, a market that is suffering from a severe skills shortage for the implementation of smart card systems
- Card issuers, transaction acquirers, merchants and white-label ATM owners that need to evaluate their own pilot and rollout plans in the context of overall market evolution

Companies wishing to succeed in the Canadian market need to understand the key growth drivers and opportunities in the market, as well as some of the dramatic changes taking place in order to position themselves for success. Subscribers will be able to identify the most realistic opportunities in the Canadian market and avoid costly marketing and deployment programs associated with targeting applications unlikely to succeed over the next five years. Card issuers, acquirers and merchants will be in a unique position to understand the opportunities for convergence that are unfurling in the Canadian market, and how to address the considerable challenges associated with implementing smart card programs in their application sectors.

Related Titles

Interested only in the application of smart cards in payments? Why not subscribe to our study titled: **EMV Migration in Canada: Opportunities and Challenges, 2007?** For a description of the report, pricing information and a detailed table of contents please see go to www.tsiglobalnet.com/reports.

About TSI

Technology Surveys International Inc. (TSI) is a leading technology market intelligence company based on Oakville, Ontario, Canada. Established in 1995, the company has been tracking developments in the plastic card, smart card and payment systems markets in Canada and globally for the past twelve years. TSI focuses on technology-driven industries ranging from IT and telecommunications to advanced materials and biotechnology. For more information, please visit our website: www.tsiglobalnet.com.