



Yello and Alcinéo speed up delivery of new customer experience platform

Europe, January 2, 2017 : [Yello](#) has announced a new partnership with [Alcinéo](#) in order to bring their integrated, first of its kind, customer experience and payments platform, YelloPad, to market sooner.

The YelloPad product seeks to change the way payment terminals around the world work. Yello designed the platform to benefit a wide range of industries including retail, hospitality, healthcare and loyalty.

Alcinéo, who specialise in the development of embedded software, implementing smart card technologies and security, to power the YelloPad platform with Alcinéo kernels and to collaborate on the EMV (EuroCard, Mastercard and Visa) certification process.

Customer deliveries of the Alcinéo-powered YelloPad are expected to start from mid-2017.

Mike Ausems, Co-CEO and Co-Founder, Yello, says: “The YelloPad was developed as the perfect customer experience platform for customers in all face-to-face environments: mobile, fixed, indoors and outdoors. We decided to work with Alcinéo to speed up the development and guarantee fast, reliable and secure EMV transactions.”

Daniel Maurice-Vallerey, Co-CEO and Co-Founder, Yello, adds: “We decided to focus on the design of the YelloPad and the creation of the eco-system that makes it possible to deliver a rich world of opportunities to our customers and we trusted Alcinéo as a result of their unique track record in the EMV field”

Arnaud Corria, Alcinéo President, says: “We are very happy to collaborate with Yello and support the launch of their next generation payment platform that will make it easier to deliver a very rich checkout and payment experience. Thanks to our high levels of expertise, we contribute to Yello’s success in meeting the challenges associated with the design and delivery of this EMV and PCI PTS customer experience platform, the YelloPad.”

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About Alcineo

Alcinéo is a French software company specialized in the development of embedded solutions implementing smartcard technologies and security. It provides leading-edge solutions that meet EMV Chip & PIN requirements, and its payment kernels cover the main payment brand specificities. Alcinéo helps smart card reader manufacturers to face multiple challenges in producing next-generation devices, enabling them to shorten their time to market while delivering state-of-the-art technology.

For further information, visit www.alcineo.com.

About Yello

Sold by leading acquirers and merchants, and online via www.yelloco.com, to help deliver an improved customer experience and increased merchant sales, YelloPad defines the new generation of customer experience platforms: secure, simple, powerful, open, with universal payment acceptance and at an affordable price. Yello Co. Ltd. is founded in 2015 by payments industry experts Mike Ausems and Daniel Maurice-Vallerey, Co-CEOs and Co-Founders. With its game-changing architecture and applications it's perfect for both fixed and mobile usage. YelloPad is designed for a wide range of industries including retail, hospitality and healthcare and takes your business from payments to customer experience!