

News Release

## Mastercard sonic swings into action at The 148th Open

**Portrush, Northern Ireland, 18 July 2019** – This week, golf fans at The 148th Open will be the first in the UK to hear the Mastercard sonic brand when they pay.

Together with Global Payments and Ingenico, Mastercard has developed technology to enable payment terminals to play its sound of acceptance when a Mastercard or Maestro card is used in the Mastercard Clubhouse. Fans will also hear Mastercard's sonic brand and see the animation when they pay at the official Open shop.

The Mastercard sound of acceptance is a short, unique and memorable sound that is played when a transaction takes place, connecting consumers with the Mastercard brand in a new way, as well as providing audio reassurance that their payments have been made successfully.

Earlier this year, Mastercard debuted its sonic brand identity - a comprehensive sound architecture with a distinct melody to provide simple and seamless familiarity across physical, digital or voice payment environments.

“Sound adds a powerful dimension to our brand identity and a critical component to how people recognise Mastercard today and in the future,” said **Mark Barnett, President UK, Ireland, Nordics and Baltics at Mastercard**. “We’re thrilled golf fans will be the first in the UK to experience our sonic brand in real time when they use their Mastercard at The Open.”

“At Global Payments, we are committed to delivering technology enabled, software driven solutions that enhance the customer experience,” said Chris Davies, President Global Payments Europe. “We are delighted to showcase this innovation in payments through our partnership with Mastercard and Ingenico.”

Visitors to The Open will also hear variations of the Mastercard melody in the Mastercard and Patrons Hospitality areas.

To learn more about the evolution of the Mastercard brand and to hear the suite of sounds that make up the Mastercard audio identity, please visit our [Digital Press Kit](#).

### **About Mastercard**

[Mastercard](#) (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardNews](#), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

### **About Global Payments**

Global Payments Inc. (NYSE: GPN) is a leading worldwide provider of payment technology and software solutions delivering innovative services to our customers globally. Our technologies, services and employee expertise enable us to provide a broad range of solutions that allow our customers to accept all payment types and operate their businesses more efficiently across a variety of distribution channels in many markets around the world.

Headquartered in Atlanta, Georgia with approximately 11,000 employees worldwide, Global Payments is a member of the S&P 500 with customers and partners in 32 countries throughout North America, Europe, the Asia-Pacific region and Brazil. For more information about Global Payments, our Service. Driven. Commerce brand and our technologies, please visit [www.globalpaymentsinc.com](http://www.globalpaymentsinc.com).

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