

# The African Telatelist

Newsletter 195 of the African Telately Association – September 2014.

## Atlanta Olympics 1996 – Visacash cards (C.Edwards)

In the 1990's the international card associations and many of their member banks felt that the best use of chip cards would be as "electronic purses" with preloaded cash for off-line small value purchases. Just like phone cards.

Probably the most prolific of these schemes was VISACASH. Cards with the VISACASH brand were issued in about 20 countries worldwide - including South Africa.

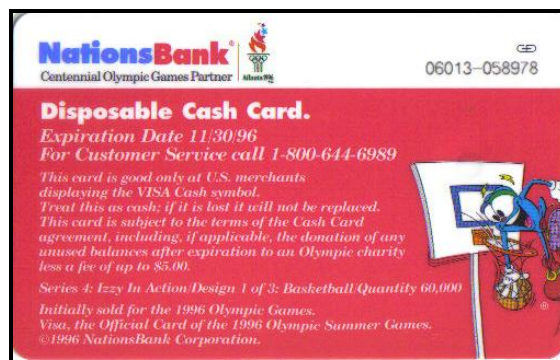
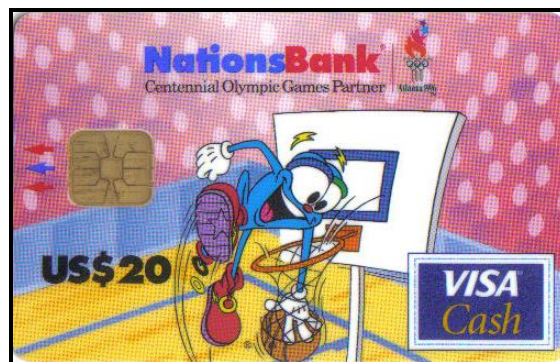
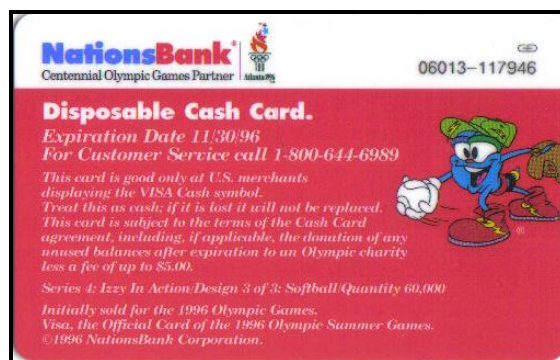
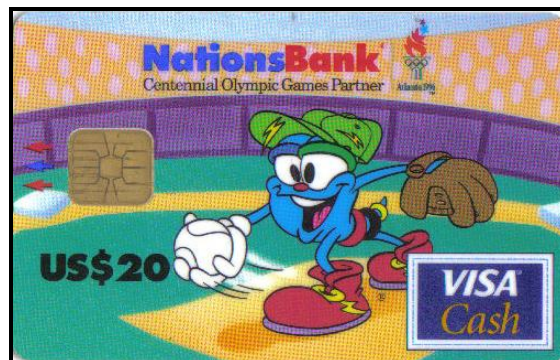
Visa purchased the Danmont system from the Danish banks to process the cards and transactions.



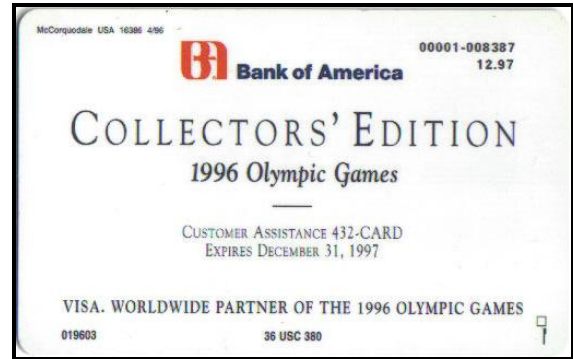
**Above: Typical Danmont card**

They trialed the scheme in their corporate canteen in their head office in San Mateo, California.

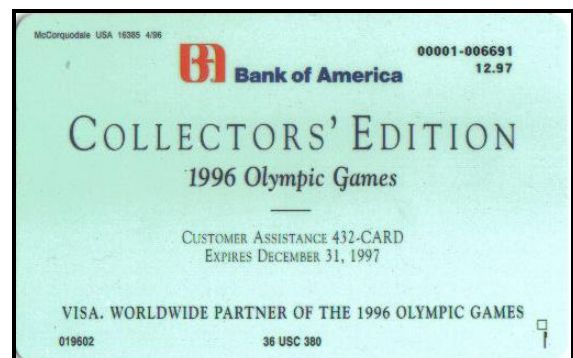
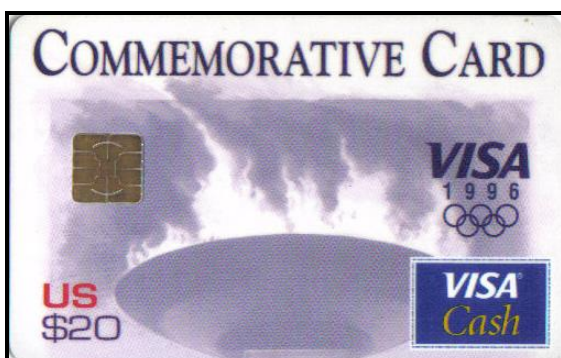
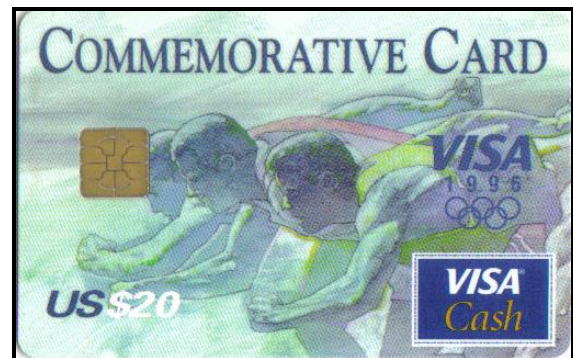
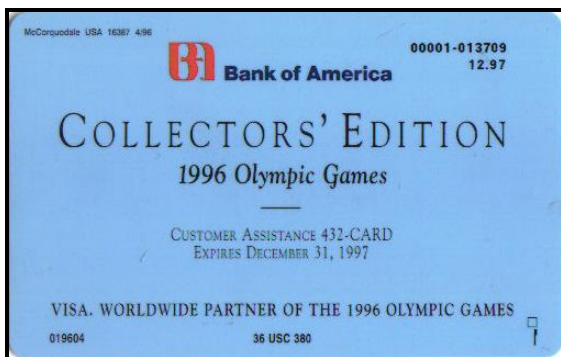
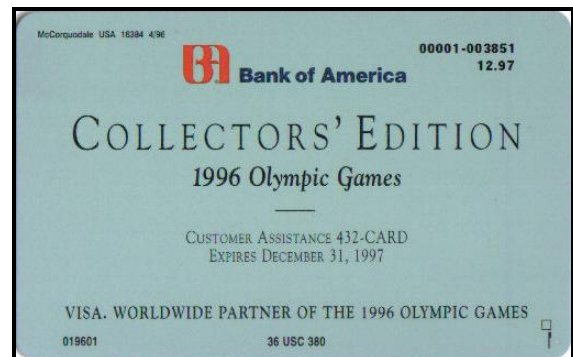
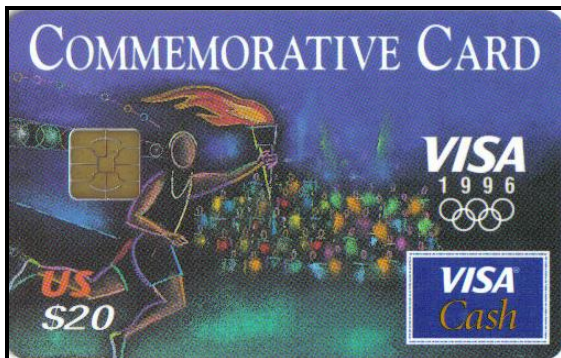
VISACASH was launched on the world at the 1996 Olympic Games in Atlanta. Sets of cards were issued by a number of US banks for use in fast food outlets, souvenir stores, telephones and transport in and around the Olympic village. The following three cards were issued by First Union Bank





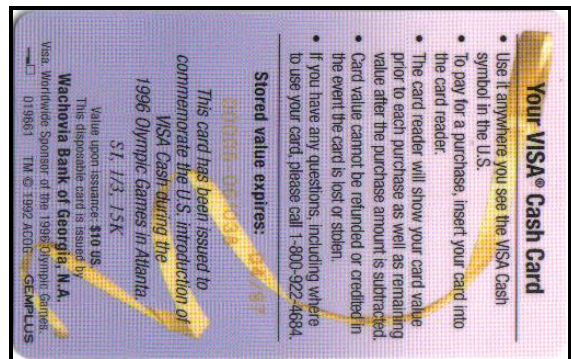
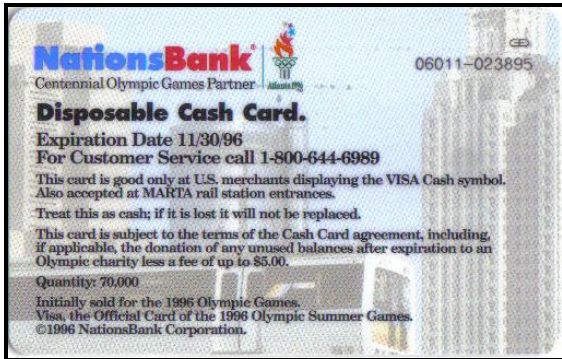
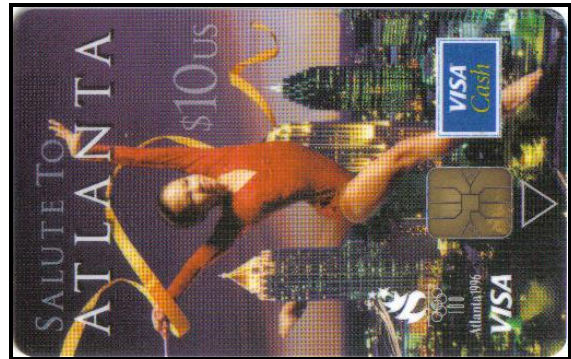
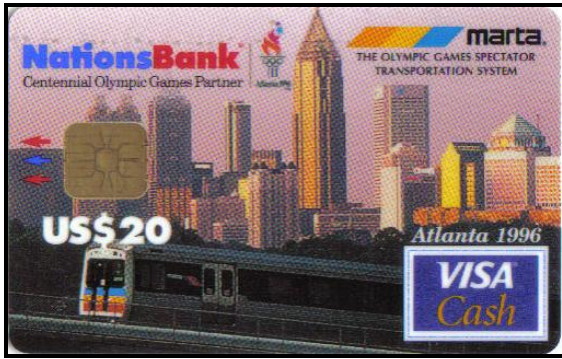


The following four cards were issued by the Bank of America,

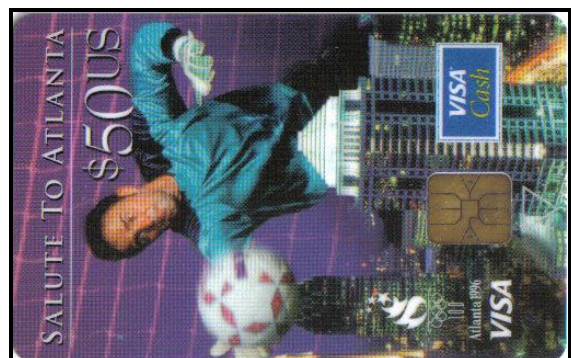
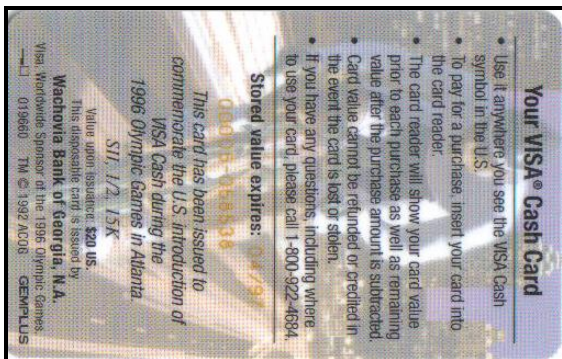
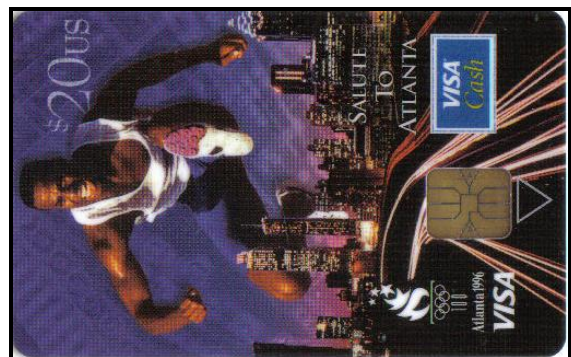
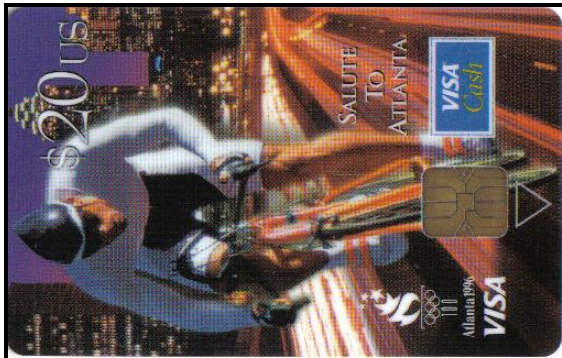


The card below was issued by First Union for the light rail transport system

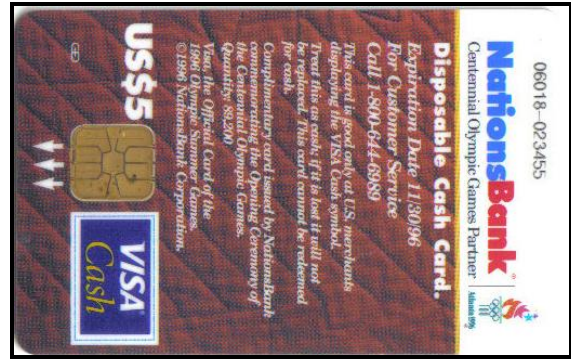
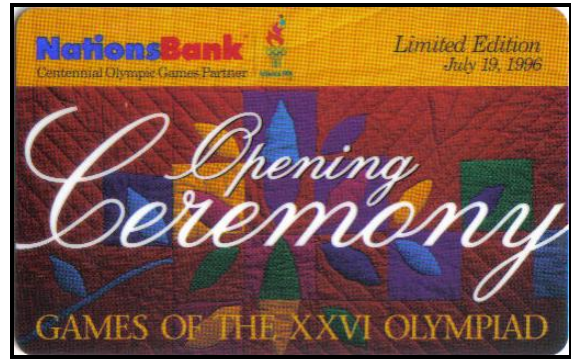
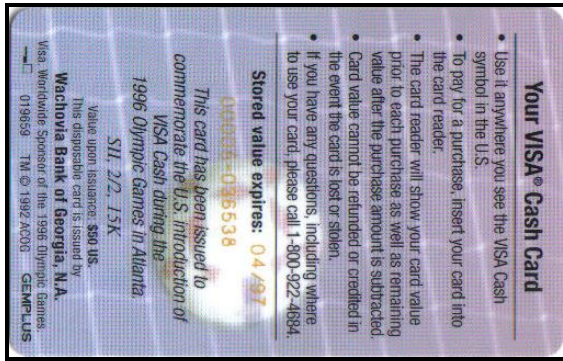




The following five cards issued by Wachovia Bank of Georgia





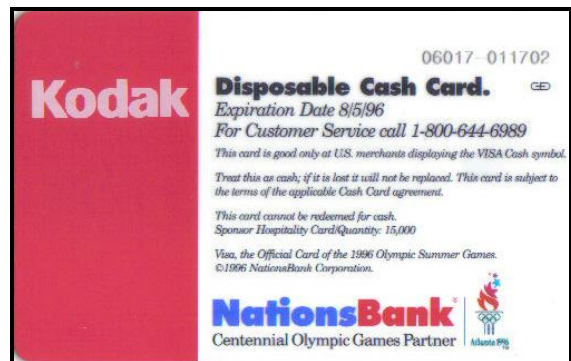
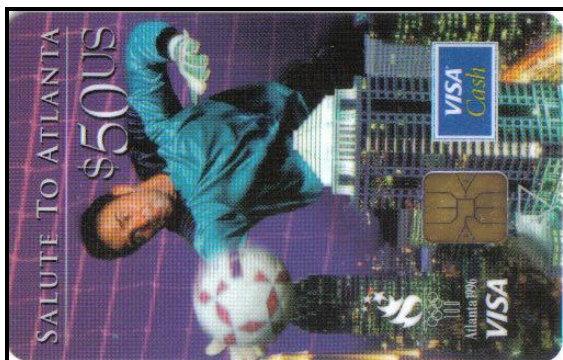


VIP quests of the main sponsors (Kodak, Coca Cola, etc.) got distinctive \$25 hospitality cards throughout the games. See the images of the two cards depicted below.



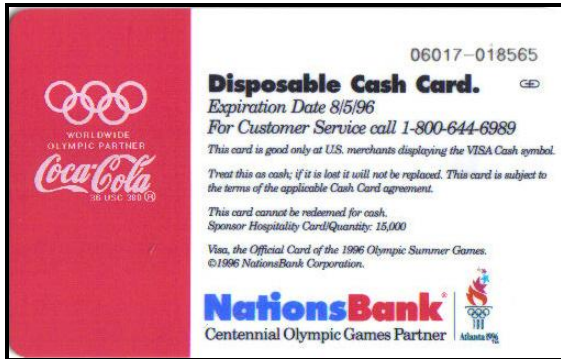
Most cards were provided to the guests of Visa member banks and winners of their competitions.

SA guests were issued with the \$50 card



A special card was issued to those who attended the opening ceremony with only \$5 on it!!).

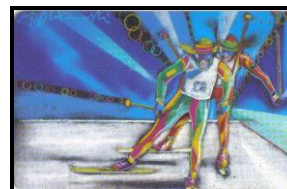




Above: Phonecard from Hungary



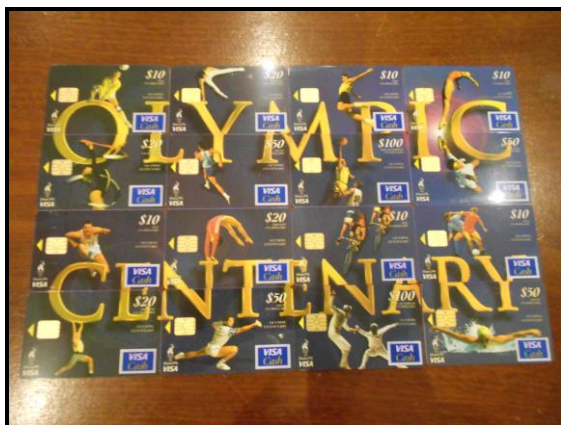
Above: Phonecard from Germany



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Altogether over 50 designs were used. Mostly between 15,000 and 25,000 of each were issued.

The most impressive issue was a 16 card puzzle issued by First Union Bank for Standard Chartered Bank of Singapore.

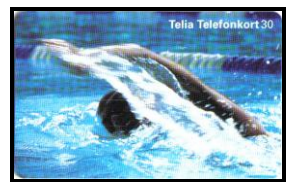


Above: Phonecard from Estonia



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A few VISACASH cards were also issued at the 1997 Winter Games in Trondheim, Norway.



Above: Phonecard from Sweden

But by the next Olympics interest in electronic purses had waned and no cards were issued in Sydney.

Ed: Thank you so much Cedric for this interesting story.

Below are a few Phonecards from different countries which represented the Olympics of 1996.