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# MEDIA KIT

# ABOUT ELLIPSE

## **About Ellipse:**

Ellipse World, Inc (“Ellipse”) is a Los Angeles-based fintech company that defines the latest advancements in payment card technology. Ellipse’s mission is to make payments safer in a digital world and to create simple solutions that address the world’s needs. Ellipse developed the new standard in card security: EVC dynamic security code technology, which generates a new security code each time a card is tapped, dipped, or triggered with a mobile app. Comprised of leading payment technology experts who are committed to creating new value for the payment industry, Ellipse is present across the United States, as well as in Europe and Asia.

## **About Ellipse (short):**

Ellipse World, Inc (“Ellipse”) is a fintech company revolutionizing payment card technology and smart cards as a whole. Our mission is to provide the global financial industry with a simple yet powerful solution to combat fraud, and to make digital payments safer in today's ecommerce-driven world.

# ABOUT EVC

## **About EVC:**

EVC virtually eliminates credit & debit fraud for online shopping transactions – a multi billion dollar problem for banks, merchants, and cardholders – by embedding a dynamic security code (dCVV/dCVC) onto the card itself. EVC brings a revolutionary battery-free, electronic paper display to randomize the security code with each use of the card at a point-of-sale, ATM, or even via a mobile app. EVC also is the first to bring Invisible Mode to cards, giving cardholders the ability to completely hide their CVC/CVV from prying eyes. EVC is a cost-effective fraud prevention solution for everyone.

## **About EVC (short):**

EVC is a micromodule that brings a revolutionary battery-free, electronic paper display to payment cards, embedding a dynamic security code (dCVC/dCVV) to help eliminate fraud.

# TEAM



**Cyril Lalo**  
*Founder and CEO*

Cyril Lalo is a serial entrepreneur and inventor, and a pioneer in smartcard technology. He has over 25 years of experience in the payment industry, including as founder of Ellipse. Prior to Ellipse, Lalo served as Worldwide Head of Payment Indirect Sales at IDEMIA.



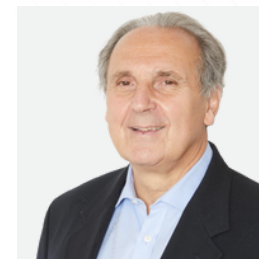
**Sebastien Pochic**  
*Chief Technology Officer*

Prior to joining Ellipse, Sebastien was VP of New Products at Mastercard Inc., where he led the display card program and developed chip card, smart TV, and connected vehicle products. Sebastien started his career at Banksys in Belgium where he contributed heavily to the electronic payment security landscape.



**Gabrielle Levy**  
*Chief Financial Officer*

Prior to joining Ellipse, Gabrielle Levy was a financial controller at NagraID Security. A seasoned finance and accounting executive, she has over 12 years of experience in consumer products, publishing, and payment technology for both domestic and international operations.



**Martin Ferenczi**  
*Strategic Relationships*

After 13 years with JP Morgan Chase (previously the Chase Manhattan Bank NA) in London and New York, Martin Ferenczi joined the Oberthur Group to start its first international subsidiary, Banknote Corporation of America, from the ground up. He was also CEO of Oberthur Technologies of America Corp (now Idemia).

## TEAM (Cont.)



**Wen-Ching Chou**  
*VP of Engineering*

Wen-Ching Chou's two decades of experience with inlaid display module development and card production were vital in developing EVC technology. Wen-Ching previously served as founder and CTO of SmartDisplayer Technology and Chief Operations Officer of Beautiful Card Corporation.



**Arnaud Jullien**  
*EVP, EMEA & APAC*

Arnaud Jullien has over 25 years of experience in the security and authentication spaces of Europe, North America, and Asia. Previously, Arnaud held senior management positions at Idemia, Morpho, and Gemalto (now Thales).



**Olivier Brunet**  
*EVP, Product Management*

Olivier Brunet is the co-founder of SPS. He has 30 years of experience in the field of smart cards and secure documents, 10 years of experience as an R&D project manager, and more than 25 patents as an inventor or co-inventor.



**Curtis Garrett**  
*EVP NORAM*

Prior to joining Ellipse, Curtis had a remarkable 30-year tenure at Capital One, including a decade as head of the company's Debit Program. Garrett joined Capital One when it was a fledgling credit card company and played a pivotal role in its transformation into a top-tier U.S. institution.



# BRAND LOGOS

## Primary Ellipse Logo

Full Logo



Submark



Ellipse logos in different background colors



## EVC Logo

Full Logo



EVC logo in different background colors



## Additional Logos

**EVC**® SECURITY YOU CAN **SEE**

**EVC**® SECURITY YOU CAN **SEE**

**INVISIBLE MODE**™

**INVISIBLE MODE**™

**INVISIBLE MODE**™

# BRAND FONTS

## Fonts

Main font 'Roboto' used for headline, subhead, titles, body, etc.

## Roboto

Roboto Light  
Roboto Regular  
**Roboto Bold**

## Header

## Subheader

Body

Secondary font 'Roboto Condensed' used for titles, body, labels as needed especially in tight spots.

## Roboto Condensed

Roboto Condensed Light  
Roboto Condensed Regular  
**Roboto Condensed Bold**

## Header

## Subheader

Body

LCD 123 629 712

The font "True LCD" is used for the changing numbers on the electronic paper display on the back of the module.

# BRAND COLORS

## Primary Color

### Ellipse Red



Hex #: b7202e  
RGB: 183,32,46 20,  
CMYK: 100, 90, 10  
Pantone: 3546C

## Secondary Color

### Dark Blue



Hex#: 1a4468  
RGB: 26, 68, 104  
CMYK: 100, 75, 35, 20

## Additional Colors

### Ellipse Grey



Hex #: 414042  
RGB: 65, 64, 66  
CMYK: 0, 0, 0, 90

### Medium Blue



Hex#: 5f819e  
RGB: 95, 129, 158  
CMYK: 71, 42, 24, 2

### Ellipse Light Grey



Hex #: 939598  
RGB: 147, 149, 152  
CMYK: 0, 0, 0, 50

### Light Blue



Hex#: c7daea  
RGB: 199, 218, 234  
CMYK: 22, 6, 2, 0

### Fraud/Warning Orange



Hex #: f79421  
RGB: 247, 148, 33  
CMYK: 0, 50, 98, 0

# DESIGN PHILOSOPHY

## Simplicity

Ellipse designs uses simple minimal elements that defines straight forward messaging

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## White Space

Give enough breathing room and white space in designs especially around logos

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The image shows the Ellipse logo in the top left corner, consisting of a red circle with a white 'E' and the word 'ellipse' in lowercase. Below the logo are two red EVV cards. The top card is slightly offset to the right and shows a digital display with the numbers '439', '846', and '712'. The bottom card is partially obscured and shows the 'ellipse' logo and 'EVV' text. The cards are set against a white background with a subtle grid pattern.

**EVV<sup>®</sup> SECURITY YOU CAN SEE**

EVV<sup>®</sup> (Ellipse Verification Code), made by Ellipse, is a new technology that's shaping the future of smartcards. EVV is the natural evolution of EMV cards, bringing EMV-grade protection to all payment cards for digital and e-commerce use.

## Elements

Design elements should bring cohesion and consistently throughout all materials and create visual awareness of the Ellipse brand

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# CONTACT & LINKS

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**Social links:**

Instagram: <https://www.instagram.com/ellipse.la/>

LinkedIn: <https://www.linkedin.com/company/ellipse-la>