# First Data Launches 'Clover Go' EMV Mobile Card Reader

By Jacob Passy January 15, 2016



The Clover Go reader accepting an EMV card.

First Data has unveiled Clover Go, a new EMV-enabled card reader for mobile devices and the latest device in its Clover mobile point of sale product line.

Clover Go can plug into Apple and Android mobile devices' headphone jack and uses a WiFi or cellular connection to transmit information. The product is designed for businesses that need to accept payments beyond a traditional store setting.

Clover Go also offers multi-merchant and multi-user functionality, which lets business to switch between store locations and provide access to numerous employees. Sales are processed through the Clover app.

The product can be purchased as a standalone reader or as part of the wider Clover line of products, which includes the tabletop-based Clover Station and **Clover Mini**. Customers who are already Clover users can transfer their credentials to the new product.

"While the Clover platform serves businesses of all sizes, Clover Go is especially beneficial for businesses with mobile workforces or entrepreneurs just starting out who want to accept transactions while complying with the EMV liability shift," said Dan Charron, First Data's head of global business solutions, in a Jan. 15 news release.