



Berne, 10 May 2017
Thomas Wiedmer

Introductory remarks by Thomas Wiedmer

Ladies and gentlemen

I, too, am very pleased to welcome you to our news conference. I will start by recapping the key security features of the new banknote series. These security features are aimed at preventing counterfeits, and at helping the public to check easily and quickly whether their note is genuine. Next, I will present the information material that we are issuing about the design and security features of the new 20-franc note. Finally, I will provide some details on the issuance and distribution of the new note.

Let's start with the security features. On the front and back of the note are a total of 15 security features. They are the same size on all denominations, and are located in the same place. I would like to quickly run through the five key security features and the relevant tests.

First, the globe test. Tilt the note from left to right: a violet arc moves across the globe. Now hold the note in front of you and tilt it backwards: the colour of the globe changes.

In the security strip test, we need to look more closely at the security strip on the front of the note. Tilt the note from left to right: red and green numbers appear on four lines. On tilting, the numbers on these lines move in opposite directions. Hold the note in front of you: in silver, you will see a map of Switzerland, circular elements representing night-time light emissions, the distances between various celestial bodies and the earth listed in light seconds, and the number 20. Now slowly tilt the note backwards: the outline of Switzerland and the night-time light emissions appear in rainbow colours. In addition to this, little shining Swiss crosses are visible inside the number 20.

The cross test is especially easy. Hold the note up to the light and look at the transparent Swiss cross: it turns into the Swiss flag.



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For the triangle test, we need to look at the back of the note. Below the number 20 we can see a triangle containing a glittering security thread. Hold the note up to the light: the security thread appears as a continuous line. The Swiss flag and the number 20 also appear at regular intervals along the thread.

For the hand test, run your fingers over the hand, the number 20 or the bank's name: you will be able to feel the raised print. If any of these three elements are rubbed onto a piece of light-coloured paper, they will leave behind traces of colour.

After the 50-franc note was issued last year, we were often asked whether the notes would become worthless if parts of a security feature were missing. I am happy to confirm that this is not so. The notes retain their value even if individual elements are no longer easily discernible as a result of wear and tear, inappropriate use or wilful damage.

Now I would like to turn to the information campaign accompanying the issuance of the new note. As Fritz Zurbrügg already mentioned, during the issuance of the 50-franc note, the SNB used a comprehensive campaign to ensure that the general public were informed about the new design and the key security features as quickly as possible. By employing a mix of traditional and modern communication methods, we were able to reach a wide range of target audiences and provide information on how to check if a note is genuine. More in-depth discussions took place with certain special interest groups, such as the Swiss Federation of the Blind and Visually Impaired. In last year's information campaign, we drew on experience gathered during the launch of the last banknote series in the 1990s, but adapted to today's audience and technologies. Experience has shown that information needs are greatest during the launch of the first denomination in a new banknote series. The campaign for the new 20-franc note will thus be on a much smaller scale than that for the 50-franc note. We are nevertheless providing a variety of information materials, via a number of different communication channels.

First, there are the traditional print products such as the banknote brochure and the folding booklet – available in the four national languages, plus English. These can be obtained directly from the SNB, but bank counters and post offices will also be displaying them, or will hand them out on request. In addition, they are available for download from our website – which is also where you can find all other information about the new 20-franc note and the entire banknote series.

Those of you here today will find a copy of the brochure and folding booklet in your media packs. We have also enclosed a USB stick with selected images of the new 20-franc note.

Second, we are providing an augmented reality app for the 20-franc note. This is actually an extension of the app we launched for the 50-franc note, which proved very popular with the public. The app has been renamed 'Swiss Banknotes', and is a fun way to discover the key security features and explore interesting details of the banknote designs. It will be available in the Apple App Store and Google Play in a few days.

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To conclude my remarks, I'd like to say a few words about the issuance procedure. The new 20-franc note will be issued from next Wednesday, 17 May 2017. Thereafter, the SNB counters in Berne and Zurich, as well as the SNB agencies located in the head offices of 14 cantonal banks, will issue only the new 20-franc notes. ATMs and the counters of banks and Swiss Post will change over to the new banknotes in the days that follow.

And now, we invite you to discover the new 20-franc note and to ask us any questions you may have.