



“Cash is Good”

by Mike Lee, CEO, ATMIA



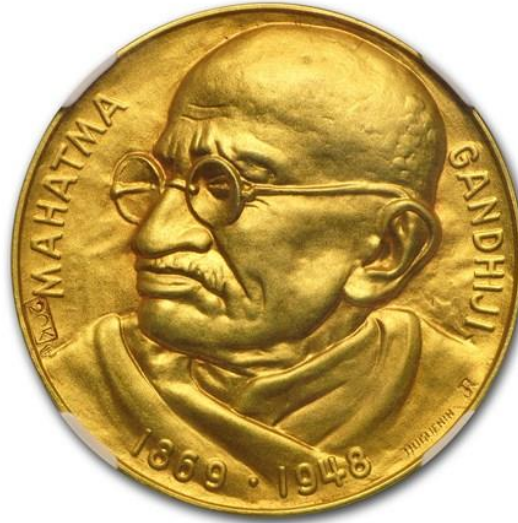
Cash is Good

Good = to be desired or approved of, to be
pleasing and welcome

(New Oxford Dictionary of English)



Cash is Good



“Coin and paper money are now found in every country of the world....Every country has retained its own identity on its coins.”

(*Money: A History*, The British Museum Press, 3rd Edition)

Cash is Good



“One of the Greek words for coinage (*nomisma*) derives from the same etymological root as the word for law (*nomos*), suggesting that the coins were recognised as a product of social conventions.”

Money: A History, The British Museum Press, 3rd Edition

Cash is Good



“Despite the rise of plastic cards and electronic money transfers, **cash** is still the **most important kind of money in the world.**”

(Money: A History, The British Museum Press, 3rd Edition, Figure 361)

Cash is Good



“Money is coined liberty...”

Fyodor Dostoevsky, Russian novelist

Cash is Good



“Cash plays a dominant role for small-value transactions, is the leading payment instrument for many types of purchases, and stands as the key alternative when other options are not available.”

“Cash Continues to Play a Key Role in Consumer Spending:
Evidence from the Diary of Consumer Payment Choice”
Cash Product Office, Federal Reserve, April 2014

Cash is Good



99 billion cash withdrawals were made worldwide in 2015, growing 10% in that year, and are forecast to reach 128 billion by 2020

(Source: RBR)

Cash is Good



“Ah, take the cash in hand and waive the rest...”

The Rubaiyat of Omar Khayyám (st 12)
by Edward Fitzgerald

Cash is Good

Cash is good because it is:

- valuable
- highly popular (used for over 80% of global consumer payments)
- always works
- simple to use
- trusted by humans of all races, classes and cultures
- free to use

Cash is Good

Cash is good because it is:

- public money guaranteed by national treasury, and backed by a promise as part of a long-standing social contract with citizens
- a national symbol and asset
- part of a stable money supply and flow of cash in the economy
- used effectively every day in millions of purchases around the world
- fast to use, with instant settlement

Cash is Good

Cash is good because it is:

- free of “Big Brother” surveillance of the individual
- a tool for household budgeting for all families
- Unhackable when used in payments or when stored
- not reliant on batteries, computers, robots or any form of power
- used, in the vast majority of cases, by law-abiding citizens and legitimate businesses

Cash is Good

In conclusion, the ATM Industry Association believes that:

- Cash is more popular, universal and reliable than digital money
- Cash and non-cash forms of payment can, should and do co-exist happily
- Citizens in free countries have the economic and social right to choose their most convenient form of payment, whether cash or non-cash methods
- It would be both arbitrary and counterproductive to take payment choice away from citizens and businesses by restricting or removing cash
- Cash is irreplaceable as a proven, trusted system of payment which works today for all cultures, all classes and all races just as it has done throughout the ages

See Cash Resources

Cash Repository <http://www.cashrepository.com/>

Cash Essentials <http://cashesentials.org/>

Cash is Cool <http://www.cash-is-cool.com/>

https://www.youtube.com/watch?v=J-8_JoNGrvU

<https://www.youtube.com/watch?v=FRot4--lcro>

https://www.youtube.com/watch?v=_pMWblc2W-I

<https://www.youtube.com/watch?v=rQVooa-hC2E>

Note: This ATMIA PowerPoint is in the public domain and you're welcome to use or post it

Contact: Mike Lee mike@atmia.com

