

Tapping into the future of payment card innovations

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public

Payment Cards as a differentiator for issuers and consumers

"… Today, metal & LED are being used by banks, financial institutions, fintech companies, OEMs and service providers for **differentiation, tailored services, and personalization** with a broad range of issuer types .... "

ABI, The Metal Payment Cards Opportunity



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Market trends in the payment world

– Sustainability
– Biometrics



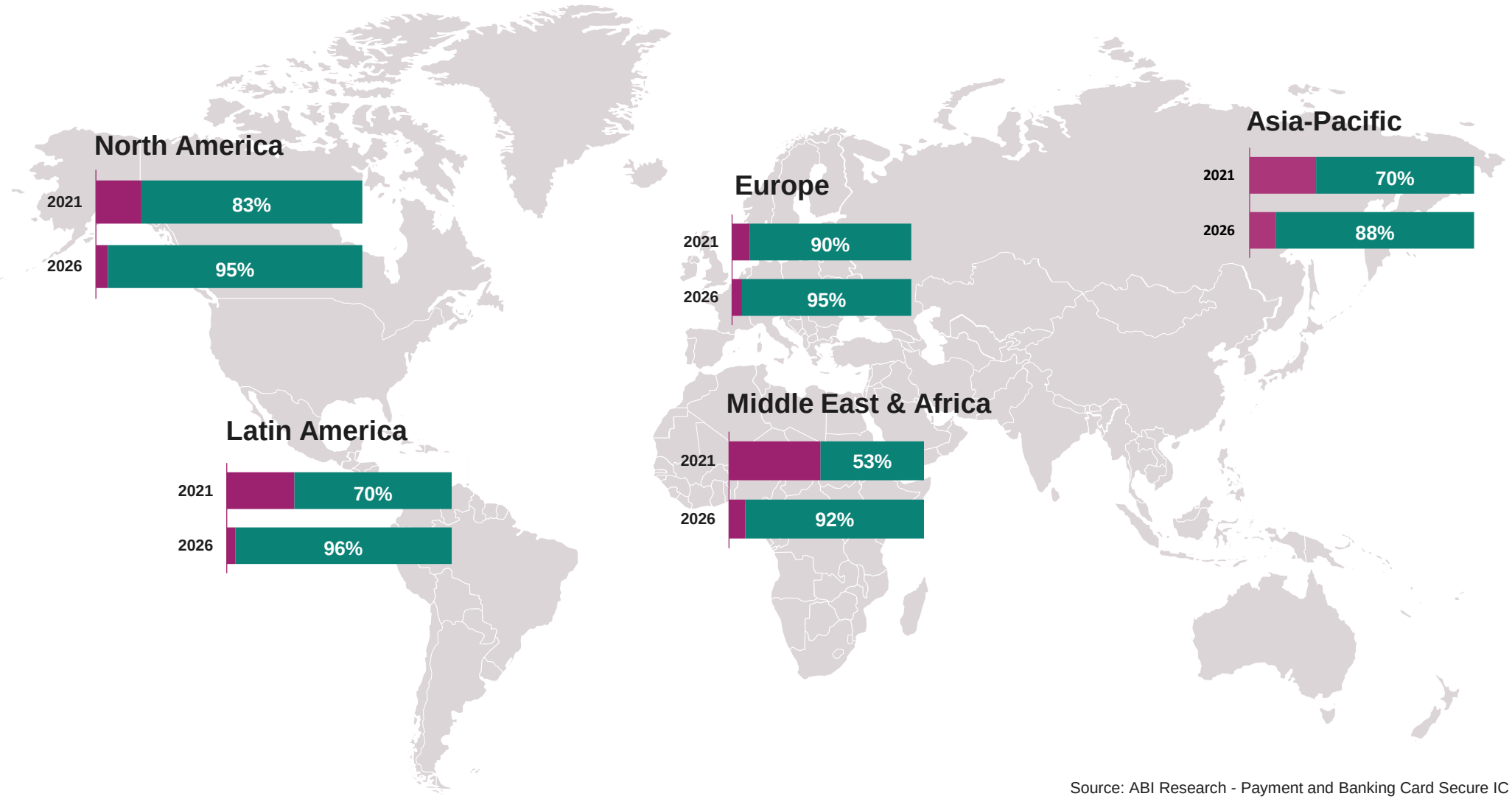
– Branding
– LED lighting

– Contactless
– NFC tags

NFC

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Dual Interface taking the lead in the market with continuous growth



Source: ABI Research - Payment and Banking Card Secure IC Technologies Q1/22

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Payment cards with LEDs as unique differentiator

A card that lights up enhances the payment experience



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Illumination in Payment cards – benefits for banks and consumers

Consumer uniqueness

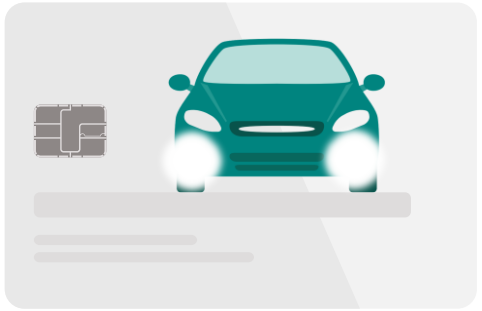
- Features which reflects customer's unique personality or way of life

Visual feedback to Consumer

- The user receives optical notification that contactless communication is initiated

Distinctive brand image for banks

- Illumination of the card makes contactless payment an exciting experience



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NFC enables various value added services

Near-field-communication (NFC)
significant shapeshifter trend
due to rise in
cashless transactions

NFC technology helps preventing synthetic identity fraud, helping users to **authenticate identities** quicker, more securely and reliably



Annual unit shipments
of NFC-enabled devices up to nearly
1.62 billion in 2028

(ABI Research, 2024)

Attach rate of NFC technology
in mobile phones
is projected to steadily grow from
65% to 75%

(ABI Research, 2023)

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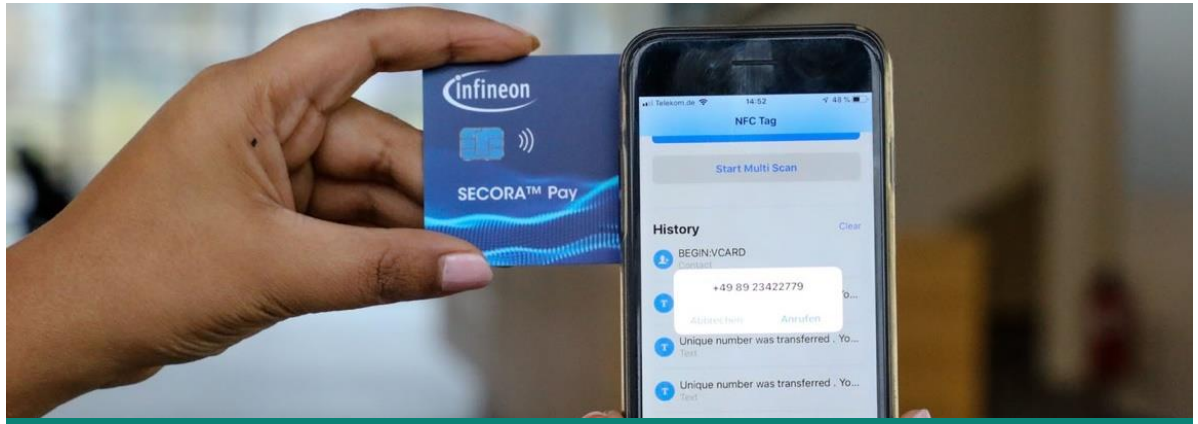
NFC enables various value added services



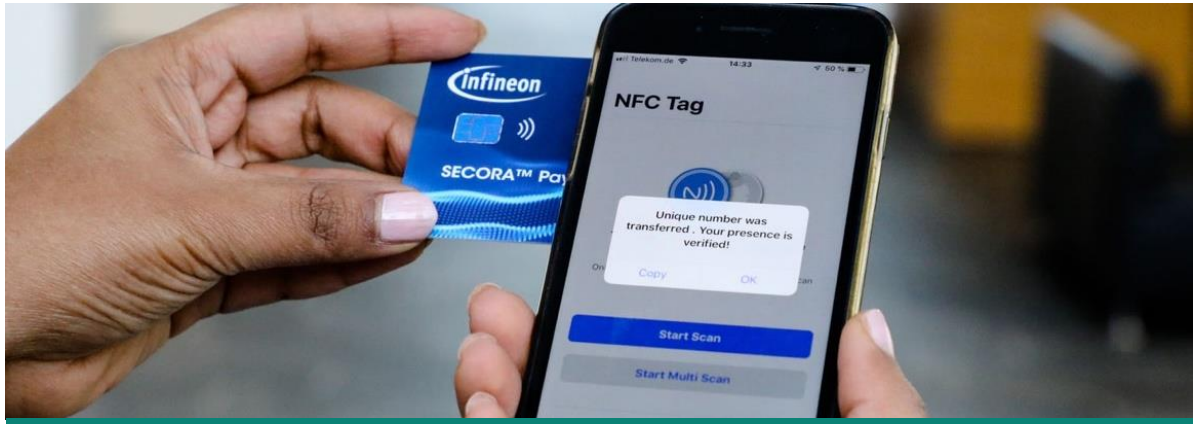
Card Activation



Loyalty



Business Card



Physical Presence

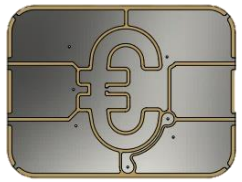
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Enhanced card branding & additional logos on the module plates drives engagement by issuers & consumers



Elevate your brand beyond the payment card!

- Personalized graphics and logos helps in co-branding
- Therefore, it enhances customer loyalty with banks by securing top-of-the-wallet position
- Logo branding with IFX can help you drive engagement and improve cardholder experience

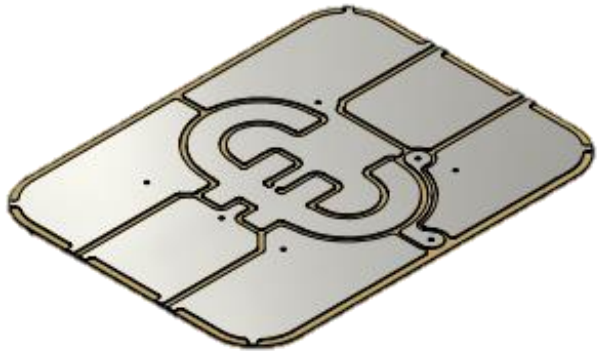


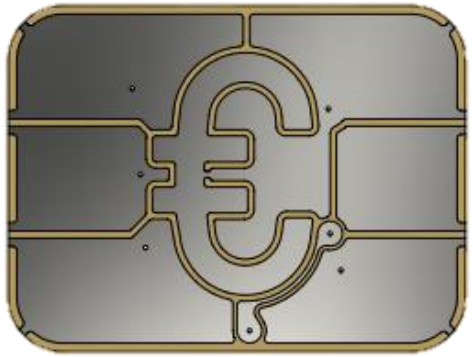
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Generate your own branding with your Logo on a module

Card as differentiator

- For Customers and Issuers
- New card designs and innovative features
- Customized graphics or logo's etched into the ISO surface





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Let's turn the latest market trends into best-in-class solutions together

Find out more about our payment solutions **here**

