



## Introducing the new Ultimate Metal Art (UMA) Card

IDEMIA enriches its Metal Card range with a design that combines engineering excellence with the elegance of a metal card.

# PAYMENT

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Metal payment cards are gaining popularity with cardholders in various consumer segments worldwide. These cards are highly efficient tools for financial institutions to boost brand loyalty and attract new customers. An independent global study by Dentsu found that 74% of consumers expressed that “they would like to have a metal card”.<sup>1</sup>

IDEMIA has responded to this fast-growing trend by continuously developing metal cards tailored to different market segments. After successfully launching the Smart Metal Art (SMA) metal card in 2015—the world’s first metal payment card fully compatible with contactless payments, including Visa, Mastercard, and Amex—IDEMIA is expanding its payment market portfolio with the introduction of a unique and innovative card designed specifically to meet the product requirements of the affluent market: the Ultimate Metal Art (UMA) Card. With this new product, IDEMIA reaffirms its commitment to meeting its customers’ needs while ensuring affordability and security.

Engineered for best-in-class performance and durability, Ultimate Metal Art stands as the heaviest card in IDEMIA’s portfolio, setting new industry standards in card body innovation. The UMA card features a versatile design integrating a core made of stainless steel and tungsten, encased in a protective PVC layer on both the front and back side. This innovative configuration not only enables double-sided contactless transactions but also has a reading distance of over 4 centimeters, delivering heightened convenience.

IDEMIA’s team of metal card experts work closely with card issuers’ design teams to transform their concepts into a one-of-a-kind metal card that not only represents their brand but enhances the payment experience while bringing them closer to their customers.

*I am proud to introduce the Ultimate Metal Art, the newest product in IDEMIA’s portfolio of high-end metal cards. With its unique features, ensuring outstanding service, the UMA is the result of meticulous work performed by our teams who have put their extensive ingenuity and knowledge of the market to great use. This remarkable fusion of metal and design masterpiece not only delights our valued customers but sets new standards for sophistication and innovation in the payment industry.*

Julia Schoonenberg, Executive Vice-President IDEMIA Payment Services

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<sup>1</sup> Global study independently led by “Data 2 decisions” (Dentsu Aegis Network), encompassing 2,811 people in 11 countries, 2022.

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