

# IDEMIA Secure Transactions partners with arab national bank to launch the first card with Braille printing technology in The Kingdom of Saudi Arabia

IDEMIA Secure Transactions (IST), a division of IDEMIA Group, is a leading provider of payment and connectivity solutions for financial institutions, mobile network operators and automotive manufacturers. IST is pleased to announce its latest partnership with arab national bank (anb), one of the largest banks in the Middle East.

# PAYMENT

POSTED ON 02.06.24

On February 5th, anb and IDEMIA Secure Transactions (IST) launched a payment card in the Kingdom of Saudi Arabia, distinguished by the unique feature of having all essential details printed in Braille. This includes the card number, expiry date and CVV. This development marks a first in the country and exemplifies the shared ambitions of IST and anb to build a strong partnership based on progress and innovation.

## An innovative partnership to facilitate the everyday life of visually impaired customers

With this innovative solution in the payment market, IST and anb reaffirm their dedication to improving accessibility for partially sighted and blind cardholders, by tackling barriers in payment processes, particularly in online transactions that often necessitate third-party interventions—an aspect that can be unsettling for the cardholder. The addition of Braille text to cards helps to remove some of the obstacles, empowering consumers to be autonomous and ensuring the security of all their payment actions.

## A long-standing commitment to delivering accessible payment methods

IDEMIA Secure Transactions has consistently distinguished itself as a highly committed actor, particularly in providing solutions adapted to all. This innovation aligns with the inclusive approach with the creation of Touch Cards, which enable partially sighted and blind individuals to identify their payment cards in their wallets, as well as the development of biometric payment cards.

The deployment of this Braille card in the Kingdom of Saudi Arabia is a further step in this inclusive payment strategy, and a real achievement for IDEMIA Secure Transactions and arab national bank.

*This partnership with arab national bank on an inclusive payment solution is a genuine source of pride for IDEMIA Secure Transactions. It underscores our ambition to pursue our development in the country, following our implementation with a card personalization center in Riyadh. We are pleased to be the first in the Kingdom to offer this innovative and inclusive feature, and we will remain dedicated to bringing ambitious innovations to the people of Saudi Arabia in the years to come.*

Hennie DUPLESSIS, Senior Vice-President for Payment Services in MEA at IDEMIA Secure Transactions

*anb's launch of the braille card represents a step forward in its commitment to make its services accessible to all segments of society. It also encompasses boosting social well-being and improving the overall customer experience by leveraging all resources and capabilities to stimulate meaningful change. anb shapes its community programs and initiatives around a set of core values: sustainability, empowerment, innovation, partnership, and meaningful impact.*

Khaled Al Rashed, Head of Retail Banking Group at arab national bank

**About IDEMIA Group** - IDEMIA Group unlocks simpler and safer ways to pay, connect, access, identify, travel and protect public places. With its long-standing expertise in biometrics and cryptography, IDEMIA develops technologies of excellence with an impactful, ethical, and socially responsible approach. Every day, IDEMIA secures billions of interactions in the physical and digital worlds.

IDEMIA Group brings together three market-leading businesses that enable mission-critical solutions:

- **IDEMIA Secure Transactions** is the leading technology provider who unlocks safer and easier ways to pay and connect.
- **IDEMIA Public Security** is a leading global provider of biometric solutions that unlock convenient and secure travel, access, and protection.
- **IDEMIA Smart Identity** leverages the power of cryptographic and biometric technologies to unlock a single trusted identity for all.

With a global team of nearly 15,000 employees, IDEMIA Group is trusted by over 600 governmental organizations and more than 2,400 enterprises in over 180 countries. For more information, visit [www.idemia.com](http://www.idemia.com) and follow @IDEMIAGroup on X.

**About arab national bank** - arab national bank (anb) a Saudi listed joint stock company, established in 1979, by Royal Decree M/38, taking over the existing operations of Arab Bank in the Kingdom of Saudi Arabia.

arab national bank now ranks amongst the 10-15 largest banks in the Middle East. Headquartered in the capital city of Riyadh, the Bank is supported by regional offices in Jeddah and Khobar, and has a branch in London.

anb is a universal commercial bank catering for the diverse needs of its Corporate and Retail clients which exceed two million through extensive distribution network that includes branches and remittance centers (TeleMoney).

To keep pace with the digital transformation and create an experience that customers are genuinely looking for, anb offers a wide range of self-service financial solutions through fully-fledged digital branches.

Recognizing the need to serve customers in a convenient and timely manner, the Bank also has a massive network of ATMs, Cash Deposit Machines and point-of-sale terminals, in addition to an advanced mobile banking application and a state-of-the-art, award-winning phone center.



your press contact(s).

**IDEMIA**

[contact.press@idemia.com](mailto:contact.press@idemia.com)

**HAVAS**

[idemia@havas.com](mailto:idemia@havas.com)