



IDEMIA and Česká spořitelna unveil limited-edition light-up card for gamers

Exclusive "Kingdom Come: Deliverance II" card proves design rules in the digital age.

PAYMENT

POSTED ON 05.05.25

IDEMIA Secure Transactions (IST) partners with Česká spořitelna to launch a limited-edition light-up payment card for gaming fans.

Česká spořitelna, the Czech Republic's largest and oldest-standing bank, has **partnered with world-leading Czech gaming studio, Warhorse Studios**, on one of the most highly anticipated games of 2025, *Kingdom Come: Deliverance II*.¹ The card technology is based on IST's IDEMIA Starlight card technology, which lights up a distinctive pattern when placed near an NFC-enabled device—no battery required.

With **a nationwide marketing campaign**, the card has sparked extensive excitement among gaming fans on social media and local media outlets. Just 2,000 exclusive payment cards were issued, **with a limited batch released daily** to customers throughout February—making each card a rare and coveted collector's item. Customers had the opportunity to apply for a card daily via the bank's app during a one-hour window. These highly sought-after cards were snapped up within seconds of being released each day.

In an interview with IST, Juraj Pilka, Card Issuing Business Lead at Česká spořitelna, explained the strategy behind this partnership, highlighting several parallels between the card's features and a collaboration with the gaming brand. He pointed out that with 40% of the population aged 14-64 identifying as gamers, **the card's light-up feature speaks directly to their passions:** *"For gamers, RGB lighting is life."*

Serving over 4.6 million customers, Česká spořitelna is known for its extensive branch and ATM network. A member of the Erste Group since 2000, the bank is committed to financial health, digital innovation, and supporting financial literacy initiatives. Pilka emphasizes the connection between banking and gaming, explaining how spending behavior in the gaming world can play a key role in shaping financial health in the real world for their gaming audience.

At a time when payment services are becoming increasingly digital, the physical payment card remains a vital, tangible tool for creating a connection between card issuers and their customers. As such, **card design plays a crucial role in representing card issuers' brands** and acting as a key differentiator. Česká spořitelna serves as a prime example of this. Pilka confirms this; *"With people getting more used to paying with wallets and virtual cards... physical cards can [be] a way of expressing yourself..."*

It's been an honor to partner with Česká spořitelna for nearly a decade. This latest collaboration on the limited-edition gaming card has been truly exciting, as we explored a new and innovative payment card technology to capture the interest of gaming enthusiasts.

Together, we continue to enhance customer experiences and elevate the way Česká spořitelna serves its clients.

Aaron Davis, SVP Europe, Payment Services, IDEMIA Secure Transactions

This project has been a really fun and exciting journey for us. The success of the collaboration with Warhorse and IDEMIA Secure Transactions on the Kingdom Come Deliverance II OLED card has been phenomenal. It truly highlights the role that relevant card design can play in today's digital age, as well as the importance of staying in tune with your audience and collaborating with the right partners to make a big impact.

Juraj Pilka, Card Issuing Business Lead, Česká spořitelna

Take a look at our full interview with Juraj Pilka, where he explains the reasons behind the limited-edition card, from its illuminating feature to the partnership with Warhorse Studios.

¹ The Most Anticipated Video Games of 2025 – Newsweek
