

Rocker launches Rocker Touch: the first biometric payment card in Sweden

The Swedish banking challenger teams up with IDEMIA and IDEX to launch biometric payment cards as one of the first in the world to deploy to consumers.

[Payment](#)

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The Covid-19 pandemic accelerated the use of contactless payments which naturally pushed the commercial rollout of biometric payment cards onto the fast track. The Swedish FinTech Rocker is now the first in Sweden to offer its customers this next-generation solution with the launch of its Rocker Touch biometric card based on the IDEMIA F.CODE offer including the enrollment sleeve and custom packaging.

F.CODE combines chip technology with fingerprint biometric security to conveniently and safely verify the cardholder's identity. An embedded sensor powers the chip and authenticates identity through a fingerprint. The card can be used at traditional EMV machines worldwide.

As a bank challenger, we are constantly testing new technology to develop smarter financial services that are easier to use and that help our customers improve their everyday financial lives. Launching Rocker Touch is part of our strategy to offer smart and secure payment solutions across platforms, whether you wish to pay with your mobile, a card or with a transfer.

Andreas Norberg, VP Save & Spend at Rocker

Ten thousand consumers around the globe have already beta tested biometric cards with customer satisfaction at an astounding 95 percent. In a global market survey* 76 percent of consumers are interested in using contactless for high value payments and 81 percent are ready to use their fingerprints to authenticate instead of PIN code.

“Rocker leads the field among Swedish FinTechs in terms of innovation and with Rocker Touch we are revolutionizing and simplifying the way our customers authorize their payments. This premium product will be offered as a new service in our comprehensive and growing offering of retail financial services that are easier to use, more flexible and better priced”, continued Norberg.

At IDEMIA, we're proud to partner with Rocker to bring ever-more innovative solutions to shape the future of payments. These partnerships embody our commitment to providing secured and trusted technologies to our customers. These cards allow authorizing payments via a fingerprint sensor embedded into the card. Biometric data is securely stored in the chip and never leaves the card. In addition to making our means of payment more secure, customers would also be able to pay contactless whatever the amount of the transaction.

Aaron Davis, SVP Europe Region, Financial Institutions

Supplying the cards' fingerprint sensor is IDEX Biometrics, a leading provider of advanced fingerprint identification and authentication solutions.

We are pleased to work with Rucker and IDEMIA to contribute to smarter and more secure card payments and as trailblazers for this innovative technology.

Catharina Eklöf, Chief Commercial Officer at IDEX Biometrics

*Dentsu Data Lab, 3422 people in 14 countries, 2021