



## Emirates Islamic collaborates with IDEMIA on new Smart Metal Art cards to enhance payment experience

IDEMIA, the global leader in Augmented Identity, revolutionizes metal cards in the region with its Smart Metal Art offering to meet the growing demand from millennials

# PAYMENT

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In a survey conducted last year, it was noted that 73% of global millennials prefer a metal card over a plastic one. To support financial institutions in delivering the premium payment experience demanded by this demographic, IDEMIA is proud to introduce its Smart Metal Art offering. The Smart Metal Art range offers contactless capabilities on both sides of the card. It also enables a large variety of graphic printing capabilities that can be combined with exposed metal features and extended tactile technology for ground-breaking visual effects.

Banks have been quick to note this trend and to respond. Emirates Islamic, a leading Islamic bank in the United Arab Emirates (UAE), has chosen to collaborate with IDEMIA for a commemorative smart metal credit card in celebration of the United Arab Emirates' 49th National Day. The free-for-life exclusive Emirates Islamic Emarati Credit Card branded with the iconic UAE Nation Brand 'Seven Lines' logo offers the bank's Emirati customers a range of unique travel and lifestyle privileges.

*As the preferred bank for UAE nationals and a market leader in the cards sector, we are pleased to partner with IDEMIA to enhance our customers' payment experience. The new metal Emarati Credit Card reflects Emirates Islamic's commitment to offer our UAE national customers a unique banking experience. IDEMIA's high-quality smart metal cards are a perfect fit to the lifestyle and needs of our Emirati customers.*

*Farid Al Mulla, Deputy Head of Consumer Banking and Wealth Management, Emirates Islamic*

*As a market leader in card technology that produces over 800 million payment products annually, IDEMIA has the most comprehensive portfolio of products to fit any segment of the consumer market. We are proud that our Smart Metal Art card product has been chosen by Emirates Islamic to commemorate a national milestone. This highlights the trust the institution has in IDEMIA to deliver high-quality products that reflect their commitment to their customers.*

*Julia Schoonenberg, Senior Vice President (Middle East and Africa), Financial Institutions, IDEMIA*

**About us** - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IDEMIAGroup on Twitter



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