IDEMIA provides mixi translucent contactless payment cards to launch its 6gram Real Card in Japan

IDEMIA's smart translucent payment cards are selected for mixi's first 6gram Real Card launch ushering in an integrated cashless payment experience

 # PAYMENT

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IDEMIA, the global leader in Augmented Identity, has been selected by mixi to create the first translucent physical card for its invitation-only mobile wallet service 6gram that can be used at domestic and overseas Visa member stores. IDEMIA furthermore provides its Card Connect technology to bring about a faster and more convenient user payment experience.

Launched in Japan, the 6gram Real Card is a physical VISA contactless prepaid card connected to 6gram user e-wallet accounts. The card harnesses IDEMIA's extensive card personalization technologies that give the card a unique transparent look so that cardholders can see through it. Instantly recognizable, it is a payment card first in Asia Pacific. The card has both opaque and transparent parts that together make for a stunning look. The card body follows standard opaque card body specifications. The card works for retail payments and ATM machines based on infra-red ink.

> *IDEMIA is committed to providing smarter payment solutions that cater to the needs of an ever-evolving global payment landscape. We are proud to work with mixi's 6gram to create an innovative payment product so that their Japanese customers enjoy a more versatile, robust payment experience while also boosting their brand. We will continue to find global clients and upgrade our payment expertise to build solutions that transform the way customers and businesses worldwide approach payment.*
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> Nezu Nobuyoshi, IDEMIA Japan Sales Vice President

The 6gram Real Card also taps into IDEMIA's card activation technology called Card Connect, that gives consumers advanced banking functionality including easy card activation and customer authentication.

In May 2021, IDEMIA successfully launched its first banking card in Japan, which complies with the JIS2 standard and is certified by VISA, JCB and other large payment brands.

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 / Follow @IdemiaGroup on Twitter

About 6gram - 6gram is a wallet service that allows consumers to issue cards, withdraw money, and enjoy app features.

People can issue multiple “6gram cards (virtual prepaid cards)” via the app and use them for online shopping and QUICPay.



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