

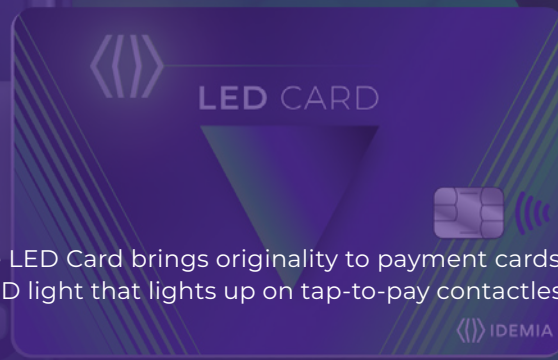
LED card

Increase the joy of payment

LED CARD



The LED Card brings originality to payment cards with an embedded LED light that lights up on tap-to-pay contactless payment.



How to increase the joy of payment?

Physical card usage continues to rise, and contactless payments are also growing in adoption everywhere. According to Mastercard, between Q1 2020 and Q1 2021, “more than 100 markets saw contactless as a share of total in-person transactions grow by at least 50 percent.”

At the same time, customers are looking for features that reflect their unique personality or way of life. 72% of consumers say they expect companies to understand their unique needs and expectations.¹

The LED Card make cardholders feel unique thanks to a strong and innovative visual statement. It is a way for banks to increase the joy of payment.

Payment becomes an exciting game

When customers tap their card to pay contactless, the card lights up – payment becomes an exciting game. Social media is flooded with photos of consumers posing with their payment cards. These cardholders don't see cards as merely a means to pay, but rather as an extension of themselves. They see payment cards as accessories that align with their lifestyle and values to project a certain image. And in our social media saturated world, we project these images more than ever before. Upwards of 24% of millennial consumers view their payment card as a status symbol.²

¹ Salesforce, State of Connected Customer 2020

² Millennials from the USA, Market Watch

Benefits



Customer uniqueness

Create distinctive value propositions for specific customer segments (Millennials, Gen Z, Teenagers, Students, e-Gamers, etc.) and give customers a feeling of being unique through exclusive card design.



Distinctive brand image

Reinforce and differentiate your brand with an innovative offer based on advanced technology.



Card spending increase

Develop the joy of payment and enhance the card user's experience. Consumers prefer paying with their LED Card, making the card top of wallet.

Why IDEMIA?

IDEMIA has the strength of a global leader, delivering hundreds of millions of payment products every year.

We are dedicated to quality and innovation, which is reflected in our creation of one-of-a-

kind products and solutions customized to suit our clients' unique profile and needs.

We support you from 30+ personalization centers located throughout the world.

How it works?

Tap to light up your card

This battery-less LED card can absorb power from payment terminals and convert that energy to power an embedded LED light for several seconds (while in the RF field), which makes the card light up as a contactless payment is processed.

This LED card can be used to make in-person transactions at any merchant and does not require a specific payment terminal. It is available for all card segments (debit, credit, prepaid).

The LED can be customized in 3 colors (Red, Green, Blue) and adapted to illuminate any logo.



Different LED colors available



Cutting-edge technology

- › EMV dual payment card
- › Battery-less card
- › ISO 7816 standard format
- › High-tech card containing miniaturized electronic component
- › Support of international payment schemes



Also available

- › **Smart Metal:** a strong distinctive product portfolio with a large range of attractive and eye-catching metal payment cards.
- › **Wearables:** safe and fast contactless payment with compact and multiple format devices.
- › **Advanced plastic card bodies:** a combination of excellence in plastic technologies, printing and finishing options with innovative design techniques.