

# DEATH OF THE PLASTIC CARD?

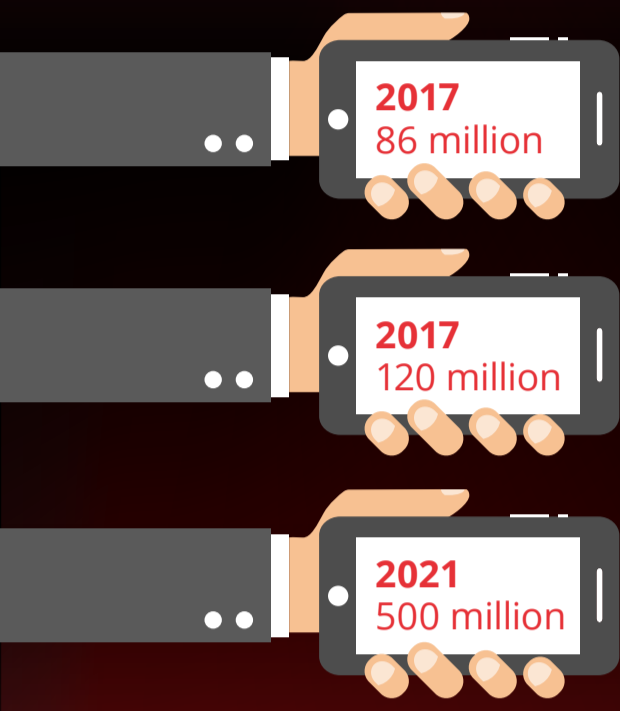


VEINID



As the debate regarding the **death of cash continues**, some are predicting an even bolder move **away from the use of traditional plastic cards** as a payment tool.

Smart phones can now be considered a **multi-functional wallet** with myriad apps available for **multiple types of payments**. Huge growth in contactless payments has changed the **traditional plastic card role**.



Apple Pay users will reach **86 million in 2017** and between Apple Pay, Samsung Pay and Android Pay there will be **120 million users by the end of 2017** with contactless payments users expected to reach **500 million by 2021**.

New payment systems can have an **impact on the merchant side**. Merchants want a **happy customer who has a 'frictionless' experience** in the store with no problems paying.



**Handling new types of payments** has always been a challenge. With fraud on the rise, users have an **increasing eye on whether these methods are secure and fit for purpose**.



**A biometric payment system** where a biometric feature, registered with a payment services provider, can be **used to authenticate both low and higher value transactions**.

Sthaler with Hitachi's support, developed a **cloud based biometric authentication platform** using Hitachi's finger vein technology to **provide the fastest and safest biometric payments service**.



A user **registers their biometric data** along with card or bank details and is able to **authenticate transactions** via simple placement of the **finger in the vein scanner**.

**Quick, secure and accurate** and unlike other biometric modalities such as **fingerprint and face recognition**, both of which can be **captured and re-used** without the **consent of the individual**.

For further information or to discuss with Hitachi, please contact: [Pretesh.Shah@hitachi-eu.com](mailto:Pretesh.Shah@hitachi-eu.com)