

Smart OneCard

Provide consumers with truly unique cards



With the democratisation of smart phones, pictures are captured by consumers and shared instantly across social media. With Smart OneCard, they can be printed on payment cards, making them truly unique.

The rise of the selfie

A feature of today's connected world is the ability for consumers to take photos on their smart phones and instantly share them with friends and family. By simply owning a smart phone, consumers now carry with them the perfect device to take and upload pictures. The ability for consumers to have the image of their choice on their card has existed for many years. The positive impact for the issuer is well known.

Picture card by IDEMIA

Smart OneCard is IDEMIA's complete solution for picture cards, incorporating all steps in the process, including: card design software, webpage hosting, card validation module, card production and distribution.

Make it personal

Financial institutions have found in this service a powerful marketing tool and use it in different ways:

- Let their consumers upload their own pictures
- Propose a gallery with already approved images
- Launch new card designs in a record time
- Launch card design contest & link it to social media
- Make gift cards finally personal
- Develop a BtoB approach issuing corporate, event and lunch cards that can be personalized with logos, designs, etc.



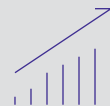
Improve consumers experience

by providing issuers with the opportunity to offer a full personalized experience to their consumers



Increase consumers engagement

by building loyalty and trust. Consumers are more willing to use their cards if they are customized with their own images



Increase consumers acquisition

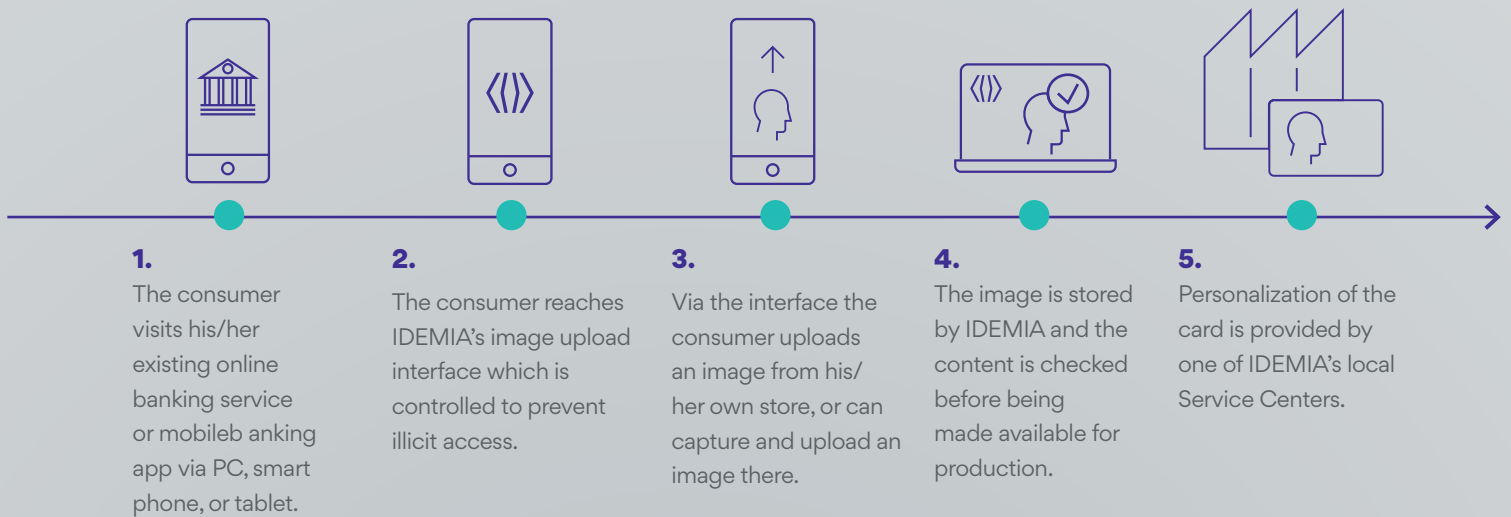
with picture card solution as an integral part of tomorrow's digital bank which provides higher consumer acquisition rate

Why IDEMIA?

IDEMIA provides financial institutions with a complete solution combining software and printing capabilities. With more than 20 live deployments, 5 million picture cards produced across Europe, North America and Asia, IDEMIA is the leader in digital printing solutions.

IDEMIA provides every tool required to launch a picture card program:

- Image upload interface for web browser or mobile app.
- Image management tool for image checking and storage.
- Card manufacturing and personalization.



LAUNCH & MANAGE

IDEMIA ensures that both issuer and consumer needs are met:

- It provides a complete and secure solution allowing issuer to take full benefit of this opportunity

- The service is fully hosted by IDEMIA with full 24/7 service monitoring and the production happens in any of IDEMIA's local Service Centers using IDEMIA's CPS* technology

* Common Personalization System



And tomorrow?

In addition to Smart OneCard, IDEMIA can provide additional satellite services including:

- Card design consultation
- Alerts to consumers (SMS, Email)
- Gallery image management
- Customization of image upload interface
- Image check by local IDEMIA experts
- Dynamic image purging
- Interface with non-IDEMIA card personalization center