

IDEMIA Secure Transactions Launches World's First Bamboo Transportation Smartcard with Los Angeles Metro

In a significant stride towards sustainability in public transportation, IDEMIA Secure Transactions, alongside the TAP team at Los Angeles Metro, proudly unveils the Bamboo TAP Card made from bamboo. This innovative initiative marks a world-first in the public transport sector, showcasing a mutual commitment to eco-friendly solutions and technological advancement.



POSTED ON 05.14.24

IDEMIA Secure Transactions (IST), a division of IDEMIA Group, is a leading provider of payment and connectivity solutions for financial institutions, mobile network operators, and automotive manufacturers. By introducing the Bamboo TAP Card, IST is setting a new standard for environmental responsibility in urban mobility. The TAP team at L.A. Metro became the first player to symbolically deploy these cards which were sold at the Los Angeles Times Festival of Books on April 20 and 21, and distributed throughout the Metro bus and rail system on April 22.

A sustainable solution to support public transportation fare payment

Crafted from bamboo, an exemplary sustainable resource, the Bamboo TAP Card offers an eco-conscious alternative to traditional transit fare cards. Its distinctive texture and its natural origin not only enhance the user experience but also symbolize the user's commitment to protecting the environment.

This launch reflects IST's broader mission to support its clients in their transition, moving towards sustainable practices and reducing reliance on non-renewable resources. IST innovates to find ways of reducing the impact of its products, for example by offering cards made from recycled and recyclable plastic.

The collaboration between IST and TAP comes at a crucial time when global initiatives are focused on reducing plastic usage. Earth Day 2024, with its theme of combating plastic pollution, presented the perfect backdrop for this launch, emphasizing a shared dedication to environmental stewardship.

The Bamboo TAP Card, like all IST's technologies, ensures seamless and secure transactions, while redefining the standards of eco-consciousness in the urban mobility sector.

At IDEMIA Secure Transactions, we are driven by the conviction that our technological innovations can foster a more sustainable and inclusive world. The introduction of the

Bamboo TAP Card is a testament to this belief, offering a tangible solution that aligns with the environmental values of our clients. All our teams are dedicated to find solutions to contribute to the transition towards a more sustainable future.

David MITEL, Urban Mobility Business Line Director at IDEMIA Secure Transactions

About IDEMIA Group - IDEMIA Group unlocks simpler and safer ways to pay, connect, access, identify, travel and protect public places. With its long-standing expertise in biometrics and cryptography, IDEMIA develops technologies of excellence with an impactful, ethical, and socially responsible approach. Every day, IDEMIA secures billions of interactions in the physical and digital worlds.

IDEMIA Group brings together three market-leading businesses that enable mission-critical solutions:

- **IDEMIA Secure Transactions** is the leading technology provider who unlocks safer and easier ways to pay and connect.
- **IDEMIA Public Security** is a leading global provider of biometric solutions that unlock convenient and secure travel, access, and protection.
- **IDEMIA Smart Identity** leverages the power of cryptographic and biometric technologies to unlock a single trusted identity for all.

With a global team of nearly 15,000 employees, IDEMIA Group is trusted by over 600 governmental organizations and more than 2,400 enterprises in over 180 countries. For more information, visit www.idemia.com and follow @IDEMIAGroup on X.

About L.A. Metro - The Los Angeles County Metropolitan Transportation Authority (Metro) is building the most ambitious transportation infrastructure program in the United States and is working to greatly improve mobility through its Vision 2028 Plan. Metro is the lead transportation planning and funding agency for L.A. County and carries more than 900,000 boardings daily on six electric rail lines and 117 bus routes utilizing more than 2,200 low-emission buses.

Stay informed by following Metro on The Source and El Pasajero at metro.net, facebook.com/losangelesmetro, twitter.com/metrolosangeles and twitter.com/metroLAalerts and instagram.com/metrolosangeles.



your press contact(s).

IDEMIA

contact.press@idemia.com

HAVAS

idemia@havas.com