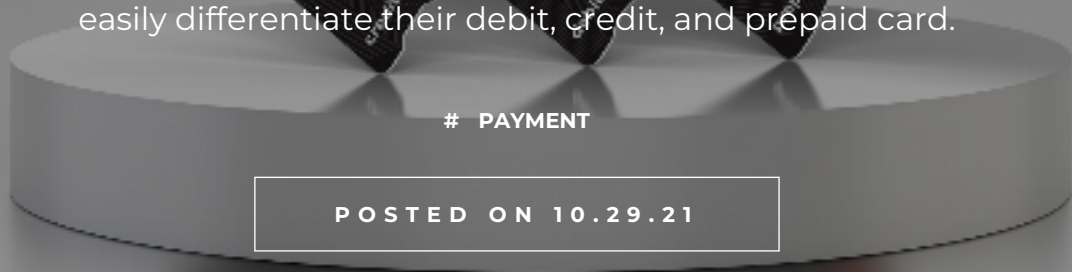




# IDEMIA and Mastercard design a “Touch Card” for visually impaired people

The inclusive by design card has adaptive notches that allow visually impaired people to easily differentiate their debit, credit, and prepaid card.



IDEMIA is proud to announce its partnership with Mastercard on the co-design of a new payment card program accessible for visually impaired people.

Payment cards used to have raised numbers as a necessary way to approve transactions by making a physical impression of the numbers via carbon packets and a “zip zap” machine. Over time, cards have lost these tactile features. For the 2.2 billion people around the world with visual impairments of varying degrees, the ability to identify their payment card today can be a challenge.

The “Touch Card” is inclusive by design, offering 3 distinctly shaped notches that help people to differentiate between their debit, credit, and prepaid cards. This tactile solution allows consumers to correctly orient the card and know which payment card they are using.

*It is a simple improvement for a big change! We are proud to offer technologies and solutions that fit the accessibility needs of all and provide a greater sense of security, inclusivity, and independence to visually impaired people around the world.*

Amanda Gourbault, Executive Vice President of Financial Institutions at IDEMIA