



# Rocker Touch biometric card wins “Best Feature Card” at ICMA 2022 Élan Awards

IDEMIA recognized for cutting-edge F.CODE technology in Sweden’s first biometric payment card

# PAYMENT

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IDEMIA’s Rocker Touch biometric card won “Best Feature Card” in the biometric sub-category during the International Card Manufacturers Association (ICMA) 2022 Élan Awards of Excellence held in Tampa, Florida.<sup>1</sup>



Every year, the prestigious ICMA Élan Awards shine a spotlight on the best of the best in the global transaction card industry, honoring world-class achievements in card design, technological innovation and other categories that establish the global vanguard for card manufacturing excellence.

Rocker Touch is the first biometric payment card in Sweden launched by Stockholm-based fintech start-up Rocker in partnership with IDEMIA and IDEX Biometrics.

The card is equipped with IDEMIA’s proprietary F.CODE technology, allowing customers to authorize payments via a fingerprint sensor embedded in the card. To ensure privacy, biometric data is securely stored in the chip and never leaves the card.

Besides increased security, nothing else changes for the cardholder or the merchant. The card is fully Europay, Mastercard and Visa (EMV)-compliant, and transactions are still made by tapping or inserting the card into a merchant point-of-sale (POS) terminal.

With Rocker Touch, the transaction is authenticated the same instant the card is tapped which means the contactless payment method can be used no matter the amount of the transaction or the threshold. This makes transaction security even more convenient and hygienic.

The need to reduce shared touchpoints during the Covid-19 pandemic brought this point to the fore—increasing the use of contactless payments and putting the commercial rollout of biometric payment cards on the fast track.

IDEMIA’s collaboration with Rocker marks the company’s commitment to a ground-breaking product that aligns convenience and simplicity while preserving payment security.

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<sup>1</sup> <https://icma.com/elan-awards/2022-winners/>

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