



# IDEMIA signs with Storstockholms Lokaltrafik “SL” to launch the world’s first ever public transport EMV White Label cards

SL, Scandinavia’s premier public transport authority, has awarded IDEMIA an exclusive contract to provide the first ever public transport card based on the EMV White Label standard.

# PAYMENT

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Global development of next-generation payment cards is currently fueled by two key factors, namely ushering in EMV interoperability and security compliance and mass take-up of contactless payments. Thanks to its unrivalled embedded security expertise IDEMIA has been able to set the security standards for SL and develop the world’s first ever public transport EMV White Label card.

This jointly developed hi-tech system is based on EMV White Label, an open contactless payment standard promoted by the White Label Alliance, which enables ready-to-deploy contactless payment solutions. Building on the EMV standard, it facilitates migration to contactless and interoperability across most system providers.

IDEMIA’s solution ushers in both security and convenience, commuters will gain from an enhanced travel experience as they speed through gates armed only with the new SL card provided by IDEMIA. The card taps into SL’s existing infrastructure that caters for EMV open-loop payments. The first new EMV White Label cards will be rolled out after the summer.

*We’re immensely proud to be the first ever EMV White Label card provider for Public Transport in Sweden. We have no doubt our new cards will make life easier for everyone, commuters and transport authorities’ alike.*

Amanda Gourbault, IDEMIA’s Executive VP Financial Institutions

**About us** - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects,

whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors. With close to 15,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IDEMIAGroup on Twitter



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