How biometry and facial recognition will redefine payment strategies!
Facial Recognition System on POS blends in with the Lane/5000 Camera offering “stronger customer authentication” and enabling:

- **Further payment convenience:** no need to remember the PIN code.
- **Higher Security:** a facial recognition system can be added to PIN entry to secure authentication and reduce fraud risks.

**Ingenico & Idemia joined forces to develop a proof of concept solution for POS:**

Facial recognition and card biometric fingerprint captor will play an important role in future global payment strategies. With Idemia’s world-class biometric algorithm embedded in the chip, our Lane/5000 camera can process an EMV transaction authenticating consumer’s biometric information based on the face.

**Alternative Payment Expansion:**

Thanks to its camera, the Lane/5000 supports QR Code reading, Alipay, Wechat and EMV payments. These, as well as loyalty programmes, will be featured in our next issue.

*Stay tuned for our next episode on Lane/5000!*