Payments become easy

PeasyPay is a fast, secure and comfortable payment method based on multi-modal biometrics with face identification and palm verification. There is no need for cash or bank card or phone during the actual payment.

PeasyPay is a service that allows shoppers in brick and mortar stores to pay with their biometrics instead of cash, bank card or mobile. It’s fast, convenient, easy, and it is the world’s most hygienic payment method, as it is touch-free. Security is provided by multimodality; identification and verification is done by capturing the customer’s face and palm to the terminal’s camera.

The transactions conducted in this way can be tracked both in the customer’s and in the merchant’s mobile application. Onboarding for the customers can be done on their smartphone, even at home.
Competitive Advantages

- Multimodal biometrics for increased security
- Comfortable, touchless payment method for increased hygiene
- No need to carry around wallet or mobile
- User onboarding can be done on a smartphone

Target Markets

- Merchants in the retail (supermarket, pharmacy, drugstore, bakery, etc.)
- Hospitality industry (cafe, restaurant, street food, etc.)
- Sport centers (tennis court, pools, football pitch, etc.)
- Wellness centers (spa, sauna, massage, etc.)

Leveraged Technologies

- Multimodal biometrics for increased security
- Comfortable, touchless payment method for increased hygiene
- No need to carry around wallet or mobile
- User onboarding can be done on a smartphone

Road Map

2019
- proof of concept and minimal viable product development

2020
- pilot operation, market launch

2021
- international scale-up, value-added services

Contact

Csaba Körmöczi
Activity Leader

e: csaba.kormocz@egroup.hu

t: +36 20 346 3457

Kacsa u. 11. | H-1027

Budapest | HUNGARY

Peasypay.eu

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