

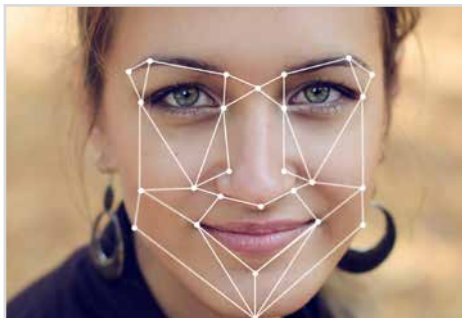
Digital Finance

PeasyPay



PRODUCT LAUNCH

PARTNERS: E-Group (Hungary), PeasyPay (Hungary), AV Living Lab (Slovenia), E-Group (Hungary), Liberbank (Spain), OTP Bank (Hungary), Ci3 (Spain)



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.



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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.)

Status/ Traction

E-Group (Hungary) – business champion, software development / integration

- Budapest, Hungary, café

Ci3 (Spain) – business case development, customer engagement

- Guadalajara, Spain, 25 merchants
- Glasgow Airport, the UK, multiple terminals

AVLL (Slovenia) – business case development, customer engagement

- Ljubljana, Slovenia, BTC, canteen for employees

Liberbank (Spain) – domain expertise, payment processing

- Madrid, Spain, office restaurant

OTP Bank (Hungary) – domain expertise, payment processing.

Road Map

2019

- proof of concept and minimal viable product development

2020

- pilot operation, market launch

2021

- international scale-up, value-added services

Leveraged Technologies

The activity integrates existing technologies and products, creating an innovative product. Face recognition terminals: 3d cameras with IR sensors, liveness detection. Face recognition algorithms- Other biometric methods.

Contact



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PeasyPay is an innovation activity proudly supported by EIT Digital.

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.