

## Lane/5000

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.



Watch our VIDEO Success Story



### 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!

