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Driving Information Commerce in Retail

Launching MagIC3 M-trueID with Gemalto

Innoviti has extended its award-winning biometric technology, trueID, to support the Gemalto's leading portable platform, the MagIC3-M. MagIC3 M-trueID is a portable wireless biometric point-of-sale (PoS) system that allows for foolproof biometric authentication without any requirement for a PIN or a password. The product can be used for offline transactions by storing fingerprints on a smart cards or online with its GPRS functionality using a Biometric Security Module for online biometric authentication. A key feature of this platform is that wireless connectivity works in a portable environment, thereby allowing for uploads and settlement from remote areas even in the absence of power.



A Small Device With A Big Impact - Benefits At A Glance

The MagIC3 M-trueID is a portable wireless biometric terminal that can be used both for enrollment of new users and for customer authentication to deliver financial services on-the-move. It uses ISO 19794-2 standards based template matching allowing multi-vendor enrollment support, with multi-finger enrollments and matching for higher accuracy. Both wireless (GPRS) and landline (dial-up) communication modes



News In Brief

There are 4 billion people at the bottom of the economic pyramid. Most have no bank account, yet they represent a \$5 trillion market

Banks & microfinance institutions across the world are deploying innovative technologies to grow their micro finance businesses. They have shown that technologies like biometrics and smart cards, can be successfully deployed to target previously under-served customer segments, providing business benefits through offering financial services to these under-served markets. These new technologies and innovative partnerships can help create "next-generation" banking systems. Usage of biometrics helps in financial control and prevents fraud, thereby controlling delinquency, the key factors that otherwise limit penetration of financial services to these markets.

are supported. The system is designed for low power usage thereby providing extended battery life of upto 8 hours of operation.

Support for local languages in applications is also provided to help address the rural markets with low English literacy levels.

So, the base of the pyramid is not just an opportunity for market expansion...it is an opportunity for innovation

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