

Biometrics is key in a changing security landscape – interview with our CEO

The security landscape is rapidly evolving, and so is the biometrics industry. AI, new regulations and emerging threats are creating both new challenges and opportunities. We sat down with CEO Joakim Nydemark to discuss what this means for Precise.

1. As the security landscape evolves, how is AI impacting the biometrics market?

AI is increasing both the scale and sophistication of identity fraud, enabling more advanced attacks, deepfakes and synthetic identities. That makes reliable verification of who you are, increasingly important, and biometrics has a crucial role to play through its unique combination of robust security and a seamless user experience.

At the same time, AI is an important part of modern biometric technology, helping us improve matching accuracy, anti-spoofing and liveness detection, image enhancement and overall system performance.

We therefore see AI both as a technology that strengthens our solutions and as a market driver increasing the need for trusted biometric authentication.

2. What makes Precise different in this evolving market?

Great biometric performance is about combining robust security with a seamless user experience. To achieve that, you need to be able to optimize the complete system, not just individual components.

What makes Precise different is our ability to combine biometric hardware, algorithms and software with decades of deep biometric expertise across multiple modalities (fingerprint, face, palm etc) and applications. This includes strong capabilities in anti-spoofing and liveness detection, helping protect against increasingly sophisticated attacks and identity fraud. Together, this allows us to optimize the total solution and address a broader range of customer needs.

For customers, that means less complexity, faster integration, reduced risk and shorter time to market, with less need for biometric expertise in house. For Precise, it opens new markets and cross selling opportunities and allows us to move further up the value chain.

3. What are customers looking for from biometrics today?

We see two parallel trends. In some applications, customers are looking to biometrics as the primary authentication method, combining high security with a seamless user experience. In others, biometrics is increasingly becoming an important part of multi factor authentication, adding another layer of security.

But customers are also looking beyond the technology itself. They increasingly want more complete solutions that are easier to integrate, reduce risk and shorten time to market. That means working with a provider that can bring together the technology with deep biometric domain expertise and support the customer across the complete solution.

About Precise Biometrics

Precise Biometrics AB (publ) ("Precise") is a Swedish-rooted global leader in biometrics, providing trusted access and identity solutions that securely verify and identify people across physical and digital environments.

Guided by our vision of making everyday life safer and more seamless in a world where YOU are the key, we combine biometric hardware systems, algorithms, cloud solutions, and decades of domain expertise to help protect identities, places, devices, data, and digital services against fraud, identity threats, and unauthorized access. Applications range from mobile phones and consumer electronics to physical and logical enterprise access, visitor management, and government identity programs, powering hundreds of millions of devices and authentications every day.

Precise has a strong global presence with local teams across Europe, North America, and Asia. The company is headquartered in Lund, Sweden, and is listed on Nasdaq Stockholm (PREC).

For further information, please contact

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