

Precise Biometrics showcases the future of fingerprint solutions for the automotive industry at CES 2024

Precise Biometrics is participating in the world's largest electronics tradeshow, the Consumer Electronics Show (CES), in the United States on January 9th-12th, 2024. The company, in collaboration with the German semiconductor giant Infineon, will demonstrate future solutions in the automotive industry for the biometric identification of drivers.

Biometric identification through fingerprint, palm or face recognition is now integrated into a large part of the consumer electronics on which modern economies and digital lifestyles are based. This applies to mobile phones, laptops, smart door locks as well as in the automotive industry.

Precise Biometrics, as the only biometrics partner, will be part of Infineon's demo and customer suite, and there demonstrate the companies' joint technology solution for biometrics in vehicles. Integration of fingerprint readers in vehicles, especially in new cars, is an area of application that is growing rapidly in biometrics.

The fingerprint reader Infineon has developed with Precise Biometrics software enables the driver to manage the car's settings and functions easily and securely, such as driver position settings, starting the vehicle, access to apps, and payment for products and services.

Precise Biometrics' participation at CES is in line with the company's focus on commercializing its technologies and software in new markets and verticals. The company's CEO Joakim Nydemark and US sales manager Mark Cornett will meet customers and partners and be available for interviews with press and media.

Joakim Nydemark, CEO of Precise Biometrics, comments:

"Precise Biometrics has a unique position in the market with our world-leading biometrics solutions and we see a fantastic opportunity to expand further with new partners, new markets and within new verticals. We are proud to be invited as Infineon's Premium Partner on the automotive side to showcase our joint solution at this huge annual industry event. The increased interest in biometric solutions that create safety, security and efficiency in various application areas bodes well for the future. We look forward to meeting many existing and potential partners across a range of verticals on site at CES."

Event: Consumer Electronics Show (CES) 2024 in Las Vegas, USA

Who is participating: Joakim Nydemark, CEO and Mark Cornett, US Sales Manager

When: January 9th-12th, 2024

Where: Las Vegas Convention Center and Venetian Hotel, Suite 29

Press Release
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About Us

Precise Biometrics AB (publ) ("Precise") is a global supplier of identification software. The company offers products in various areas of application that enable users – using their own biometrics – to identify themselves in a convenient and secure way. Precise has two business areas; Digital Identity and Algo, and operates out of its offices in Lund, Sweden, Potsdam NY, USA and Shanghai, China. The Precise share is listed at Nasdaq Stockholm (PREC). For more information, please visit www.precisebiometrics.com

Attachments

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