

## **IBIA at TRANSACT 2018**

ETA's TRANSACT 2018 was a great event for IBIA and its members. Held at the Mandalay Bay in Las Vegas, TRANSACT is the major annual gathering of merchants, acquirers, processors, ISOs, and other players in the payments ecosystem, drawing over 4,000 attendees.

With consumers demanding more secure payment options without sacrificing convenience, the financial services sector is increasingly turning to biometrics as an answer. To that end, IBIA partnered with ETA to program an educational session at TRANSACT on Digital Identity, featuring speakers from IBIA member companies Iris ID and IDEMIA. Reflecting the keen interest in biometrics, over 75 people attended the session, filling nearly every seat in the room.

IBIA also sponsored the Biometrics + Identity Zone on the TRANSACT show floor. The Zone consisted of four booths showcasing the biometrics industry, including Iris ID and IDEMIA as well as IBIA itself. Ideally situated directly across from the Start Up Zone, the Biometrics + Identity Zone drew heavy traffic from the start of the exhibition on Tuesday evening to its conclusion on Thursday morning. Product demos offered by Iris ID and IDEMIA were a big hit, as were IBIA's latest white papers.

Some TRANSACT attendees were familiar with biometrics, having seen them used in settings ranging from airport gates to fitness clubs. Others were eager to witness firsthand the cutting-edge technologies they'd only heard about.