

## Press Release

# The electronic identity card (eID) is now a payment method

*World first for two young Brussels companies*

**BRUSSELS, 27th OCTOBER 2010 – The generalised use of the electronic identity card (eID) is creating a whole range of opportunities for new applications. For instance, the eID can now be used as a method of paying for goods and services by linking it to payment accounts. This innovative option, created by Loyaltek, is already making it possible for employees to pay for lunch in their company canteen thanks to a partnership with Proxyclick.**

### **Breakthrough for the eID**

All Belgians over the age of 12 now have their own eID. The card provides them with the ability to centralise a range of practical applications that currently operate via various channels. For example, it is already possible for eID-holders to add a legally-binding signature to electronic documents (such as lease contracts) and e-mails, as well as to log on to their employer's network, pay taxes online or buy train tickets – all with their eID card. Looking ahead into the future, more capabilities will be added to the way the eID can be used. And thanks to the efforts of the young Brussels company, Loyaltek, the eID can already be used to make payments ([www.idpay.be](http://www.idpay.be)).

### **The eID as a payment method**

The eID payment terminal and software developed by Loyaltek automatically create a link between the identity card itself and the account from which the payment amount is to be debited. When the user comes to the cash register, he or she simply inserts the eID into an electronic terminal and validates the amount to pay using the PIN code for the eID. The eID card can be linked to a range of bank-related (current account, credit card, etc.) or non-bank (Proxyclick, prepaid cards, etc.) payment methods.

### **First use of the Proxyclick virtual canteen**

Employees who are connected to Proxyclick can use the Virtual Canteen to order their lunch online and pay for it from their Proxyclick account. This account is kept topped up with cash, a bank card or meal vouchers. From now on, they can also use their eID to pay in the company canteen.

In the future, it will also be possible to pay using eID in other areas, such as in schools and hospitals, at cultural events and in many other situations.

### **Additional service for citizens**

Federal Minister for Enterprise and Simplification, Vincent Van Quickenborne, inaugurated the new application for the card with some pride. "I am very pleased that an increasing number of businesses are discovering the many possibilities of the eID," he said. "Once again, Belgium is proving its credentials as a pioneer in the field of innovation and service-provision."

### **Dynamic Brussels**

“This world first has also been made possible by the dynamism of the Brussels Capital Region, which uses its structures for supporting entrepreneurial endeavours to enable innovative companies to develop further,” stressed Benoît Cerexhe, Minister for the Economy of the Brussels Capital Region. “I am delighted that this breakthrough has come from Brussels. It shows other countries that our Region has a strong reputation as a real innovator.”

### **Making it easier for employees to pay**

“The Proton card will disappear and payment systems for company cards in canteens are expensive and their installation time-consuming and laborious,” said Patrick Carlier, Facility Manager at Yara, the world’s largest producer of mineral fertilisers. “As a result, this new system offers us the ideal solution. We are even considering enabling our staff to use it for their own private purchases.”

### **About Loyaltek**

Loyaltek was established in 2008. The company manufactures electronic terminals and develops the relevant software. Applications already available: the universal loyalty card Cartoo, customised loyalty cards, mobile phone recharge codes and PingPing, the solution for micro-payments. Loyaltek customers include Belgacom, Alcatel-Lucent-Bell and Royal Canin.

### **About Proxyclick**

Proxyclick, which was launched in 2006, develops integrated modular Catering and Facility Management solutions for companies and their employees. Proxyclick’s main modules are Virtual Canteen, Visitor Management and Parking Management. The ability to make payments via Proxyclick gives the platform considerable added value. Proxyclick’s solutions are based on the *Software as a Service* model. In 2009, Proxyclick was voted the best B2B site at the BeCommerce Awards. The company enjoys the support of the IWOIB, GIMB and BAO.

### More information for the media

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