

# PRESS RELEASE

## **G+D turns interactive paper into magic digital content for card issuance**

**Munich, 27<sup>th</sup> May 2025 – Giesecke+Devrient (G+D) is launching a new interactive and augmented reality experience, redefining how banks and financial institutions engage with their customers. Instead of thick brochures, a single piece of paper wraps it all up: With the new solution, Convego Message Smart Interact, G+D enables users to access digital content directly from printed materials – such as letters or brochures – using just their smartphones. This innovative approach opens the door to a new era of seamless "phygital" services that bridge the gap between physical and digital touchpoints.**

As the financial sector continues to evolve, institutions are exploring new opportunities to enhance their services by offering faster, more personalized experiences, leading to higher satisfaction and loyalty. [Convego Message Smart Interact](#) sets a new benchmark in digital customer engagement. The smart paper links printed text with online services, allowing customers to access relevant information instantly, without extra steps. A simple placement of a mobile phone on the paper or brochure with built-in buttons activates the NFC (Near Field Communication) chip, triggering the display of digital content directly on the user's smartphone. For example, one Smart Interact Touch paper with three buttons can guide users from card activation to offers and discounts. No extra efforts, no typing in an URL - just a touch of magic that sparks a quick and intuitive interaction.

The interactive paper is especially well-suited for use cases, such as the onboarding of debit or credit card customers. Banks can enrich the accompanying documents with interactive features, offering immediate access to personalized digital services.

### **Tap into a new world of customer interaction**

What's the magic trick behind it? It even involves a bit of "magic ink": The embedded NFC chip, together with buttons printed in conductive ink, and the "interactive paper" server, redirect the browser or a dynamic app to the information. This is hosted in

bank's servers, providing users with an immersive and engaging experience  
Abracadabra!

The Convego Message Smart Interact portfolio offers multiple options for customer engagement: Smart Interactive Touch features built-in buttons, Smart Interact Tap allows users to trigger predefined digital actions simply by tapping their smartphone on the NFC-enabled surface, and Smart Interact Scan offers QR code-based Augmented Reality engagement.

“With Convego Message Smart Interact, we’re delivering an innovation that is as surprising as it is effective,” says Eric Megret-Dorne, Head of Payment Card Issuance, G+D. “We are equipping our banks customers and their card holders with a new smart touchpoint during payment card issuance. By connecting the physical medium of paper with the dynamic capabilities of digital services, we’re redefining both service quality and customer experience. One simple touch is all it takes to see the difference.”

*Convego Message Smart Interact in action: [Here's the video.](#)*

*G+D launches this solution at [Money 2020 Europe](#) (June 3-5<sup>th</sup> 2025, in Amsterdam), and features a demonstration at the G+D lounge on-site.*

### **About Giesecke+Devrient**

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technology in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2024, the company generated a turnover of 3.1 billion euros. G+D is represented by 118 subsidiaries and joint ventures in 41 countries. Further information: [www.gi-de.com](http://www.gi-de.com).

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