

## Media release

# ING DIRECT introduces biometric technology for mobile banking

**Tuesday 20 October, 2015**

ING DIRECT has launched Touch Login for its banking app, allowing customers to use the fingerprint sensor on their Touch ID capable Apple iPhones or iPads to securely log in to their mobile banking.

Janelle McGuinness, Head of Digital at ING DIRECT, said the introduction of Touch Login was about enhancing the mobile experience for the bank's fast-growing number of digital customers:

"Across all Australian banks our customers are the most digitally engaged, with more than 70 per cent carrying out their banking via our app<sup>1</sup>.

"In the past 12 months, the number of customer interactions we've experienced through mobile has grown by 90 per cent while online has remained steady. As this appetite for mobile banking grows we will continue to focus on ensuring our customers' mobile experience is as simple, straightforward and convenient as possible."

One in three mobile and tablet banking users use their mobile or tablet app at least once every day, compared to internet banking users who are more likely to use internet banking just once per week.

The biometric technology is currently available for ING DIRECT customers with iPhone 5s or later, iPad Air 2 or iPad mini 3 or later.

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### About ING DIRECT

ING DIRECT changed the way Australians bank 15 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought this low fee value to home loans, transactional banking and superannuation.

With over 1.5 million customers – and \$32 billion in savings and \$38 billion in mortgages – ING DIRECT has the highest Net Promoter Score of any bank.

Australia's most recommended bank according to Nielsen Consumer Media View, Sep '14 –Feb '15 (n=10,220).

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<sup>1</sup> According to Rfi Australian Digital Banking Program, June 2015 - based on primary bank customers (those with ING DIRECT Orange Everyday account plus one other ING DIRECT product)