

## **New Products, New Partners, New Ideas Create a Diversity of Contactless Solutions**

**AIX-EN-PROVENCE, France, November 10th, 2009** – Highlighting the growing diversity of contactless applications, INSIDE Contactless, a leading provider of advanced, open-standard contactless chip technologies, will present “A Contactless Universe” at CARTES & IDentification Congress 2009, showcasing a variety of contactless solutions by INSIDE partners in the areas of payments, identity, NFC and more, as well as presentations by INSIDE executives. From multi-application and dual-interface payment and loyalty platforms to ICAO-compatible ID systems to Wave-Me™-enabled NFC applications to a new class of mobile payment solutions, INSIDE’s Contactless Universe demonstrates the depth and breadth of contactless technology and INSIDE’s continuing market leadership.

Visitors to CARTES & IDentification 2009 in Paris, Nov. 17-19, can view a broad range of applications powered by INSIDE Contactless at any time during the exhibition at the INSIDE booth 4 M 126, located in Hall 4 of the Paris-Nord Villepinte-France Exhibition Centre. Many of INSIDE’s partners will be showcasing their contactless solutions there, including Integrale Solutions, ISRA Cards, Fasver, TIL Technologies, Connectings, Adelya, DeviceFidelity and SecureKey, and technical and product experts from INSIDE will also be available for discussions. Inside will also be highlighting its new dual-interface MicroPass 6000 payment processor. “Contactless technologies are approaching escape velocity with a expanding diversity of applications and novel approaches as we continue to develop new and innovative solutions in payments, identity, NFC and other areas,” said Charles Walton, executive vice president at INSIDE Contactless. “From our already strong position of leadership in the industry, INSIDE has launched exciting new products, developed strategies and built strong partnerships to enhance our contactless universe.”

Philippe Martineau, executive vice president of the NFC business line for INSIDE Contactless, will participate in a panel discussion, “NFC – Moving from Trials to commercial deployment – Challenges and Opportunities,” on Thursday, Nov. 19, from 09:40 to 10:45 as part of the C13: NFC & Contactless conference session. Then, Bertrand Moussel, executive vice president of sales for EMEA and Latin America, will make his presentation, “Secure Identity Documents: Leveraging the ICAO Standard to Tap New Markets,” on Thursday, Nov. 19, from 14:00 to 14:30 as part of the C12: Citizen ID conference session.

With more than 20,000 visitors and 1500 delegates from over 140 countries, CARTES & IDentification Congress 2009 is the number one professional event in the world for digital security, smart card and contactless technologies. This year’s Congress turns the spotlight on

Russia, which has experienced significant economic growth and a remarkable development of bank credit cards and POS terminals, resulting in an increase in both the value and volume of transactions.

### **About INSIDE Contactless**

INSIDE Contactless is the global leader in open-standard contactless payment and Near Field Communication (NFC) semiconductors and software that power the next generation of payment, transit, identity and access control applications. The company's intelligent, microprocessor-based platforms offer the flexibility to be embedded in smart cards, mobile phones and other consumer electronic devices, documents, badges and other items to support a wide range of innovative contactless applications and bring new levels of convenience to users. INSIDE has delivered more than 300 million contactless platforms worldwide to customers and partners that include many of the leading payment card and mobile phone manufacturers, systems integrators and financial institutions. With a portfolio of 60 families of patents, including several essential NFC patents, the company has played a leading role in NFC and contactless innovation. INSIDE is headquartered in Aix-en-Provence, France, with offices in Shanghai, Singapore, Warsaw, Seoul and Silicon Valley. For more information, please visit [www.insidecontactless.com](http://www.insidecontactless.com).

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