

“Nice Future Campus”, ASK develops NFC add-on for multiservice student card

Paris, Cartes show, November 17, 2009: “Nice Future Campus” consortium is born. This project will allow 300 test students from Nice University to benefit from new contactless services on their mobile phone.



In Nice 2010 is the year “mobile contactless technology” and several projects have been selected under the aegis of Mr. Christian Estrosi, Minister of Industry and Mayor of Nice to enhance innovation in France particularly in sustainable development and IT security sectors.

“Nice Future Campus” is to develop the first e-student multi-application card in Europe.

“Nice transport operator was the first Calypso system implemented and ASK’s first client in 1998. Our expertise in contactless technology and experience in ticketing are an asset for the project. We are also developing an “add-on” to turn existing cell phones into NFC phones, says Patrick Sure, Banking/Transport Business Line manager. This product will widen the usage of standard cell phones to serve as NFC phones. The Valrose campus from Nice University has already been tagged with ASK RFID tags, blending together history and high technology, he adds.”

A consortium with 7 innovative partners for a pioneering project

Extelia is the head of Nice Future Campus project which comprises 2 large companies, 4 SMEs and Nice Sophia-Antipolis University. Each company, an expert in their own field, will ensure the success of this 27-months project during the pilot phase through the 2010-11 university academic year.

Nice Future Campus actors’ missions are as follows:

- Extelia manages the project. Extelia provides NFC (Near Field Communication) components and a solution for electronic documents as well as a mobile ticketing solution (www.extelia.fr).
- Nice Sophia Antipolis University and JM@GINE foundation work together to develop the overall services (www.mbds-fr.org). They also coordinate with a team of sociologists economists from the university.
- BMS - who created the Moneo electronic purse – brings its expertise to integrate Moneo in a mobile phone (contactless payment and reloading). (www.moneo.net)
- Orange Labs brings its expertise in NFC technology development, and provides NFC student service deployment in the NFC SIM, as well as analysis of users’ feedback. (www.orange.com/fr_FR/innovation).

- Mobile Distillery provides their CELSIUS development platform for (www.mobile-distillery.com) that allows NFC applications to run on the widest range of available phones - more than 200 to date – with full optimisation in a few clicks. The platform works with ‘native’ NFC phones and standard phones in conjunction with NFC devices such as the Bluetooth/NFC stickers developed by TwinLinx (www.twinlinx.com), or ASK’s Add-on.
- ASK develops the Add-On NFC and the High Secure Module containing transport keys for remote reloading, initialization ... (www.ask-rfid.com).
- CASSIS International provides the Trusted Service Management (TSM) platform which performs OTA (Over The Air) management of secure elements and partner’s applications lifecycle management, notably downloading and personalisation. (www.cassis-intl.com)

Nice Future Campus: key figures

- 2M€ investment
- 7 partners
- More than 300 testers
- 6 service families: payment, transport, access control, student life, social networks, mobile applications (targeted promotional offers...)
- 3 NFC devices
- 27-month trial
- 2 university academic years
- 4 labels (competitiveness clusters SCS and TES, the RFID National Center, and the Forum of Contactless Mobile Services)

Nice Future Campus: the first step toward an innovative technology and user-friendly services on mobile phones for more independent students!

Mark your calendar for the outcome of this challenging project in a few months!

About ASK

ASK, with over 130 million contactless products in circulation in more than 50 countries, is a worldwide leading provider of a full range of contactless products including smart cards, smart tickets, smart adhesive labels, readers, inlays for electronic passports or contactless smart cards and eDocuments. ASK is ISO9001 certified and holds a portfolio of 54 patents to date. ASK is a France-headquartered company with worldwide customers, and subsidiaries in Singapore, China and the US.

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