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## CARTES & IDENTIFICATION 2009 FOCUSES ON STRONG AUTHENTICATION, SPOTLIGHT ON RUSSIA

Please click the thumbnail below to open a high-resolution image.



Photo 1: CARTES & IDentification show logos



Photo 2: CARTES & IDentification show floor

*Chicago, April xx, 2009 (word count: xxx)*

**"Business, Innovation and Future" are the buzzwords for the 24th year of the CARTES & IDentification trade show, the world-leading event for digital security and smart technologies. The show will take place in Paris from November 17 to 19, 2009. The expected 20,000 visitors and 1,500 congress attendees will be the very first to discover all the latest news in the international smart technologies market from the 500 companies present at this benchmark event.**

2009: Strong authentication and Russia given pride of place

Strong authentication: towards a Trusted Internet

CARTES & IDentification 2009 is turning the spotlight on a key topical subject: strong authentication. Exhibitors will present their solutions for meeting today's security needs, particularly in the field of the Trusted Internet. The theme of the fight against cybercrime will also be addressed.

Successfully launched in 2007, the IDentification trade show will be an unmissable event for those who want to stay informed about the development of the various technologies involved in strong authentication. Dedicated to

security-related technologies and biometrics, it will be held alongside CARTES and will bring together all the players offering solutions and technologies related to biometrics, securing of documents and transactions, authentication, physical and logical access control, cryptography, RFID, as well as e-government procedures.

Russia in the spotlight:

Following on from the United States, Russia is the focus of CARTES & IDentification in 2009. Use of cards has become more widespread over recent years and deployment of equipment at point of sale is accelerating. The large number of Russian exhibitors present will demonstrate the sector's dynamism.

This rapid development will, however, mean increased risk of card piracy, trafficking and phishing, forcing banks and governments to look for new protection solutions.

The presence at the trade show of the leading companies specializing in digital security will give them an opportunity to learn about the achievements and progress already made in this direction.

Also in 2009...

**Contactless payment becomes a reality in France**

The interest and enthusiasm generated by NFC (near field communications) over recent years has concentrated on the possibility of transferring credit and debit cards to mobile phones to make contactless payments. However, the complexity of setting up standardized and secure NFC systems, as well as the need for the various players (operators, card issuers and associations) to agree on the service model, has delayed a wide-scale launch of contactless payment in France.

This is now becoming a reality, particularly as a result of the launch of contactless bank cards by Carrefour hypermarkets in February 2009. In March, the first wave of hypermarkets have enabled consumers to pay for their shopping by simply scanning their bank card. This first move by retailers prepares the way for a wide-ranging roll-out.

**Sustainable development and the environmentally responsible approach**

In order to promote sustainable development, CARTES & IDentification has, since last year, implemented measures aiming to minimize its impact on the environment: entry badges made from recycled PVC, "eco-friendly" visitor bags, promotional documents produced by Imprim'vert-certified printers, selective collection of waste and some materials and recyclable promotional items.

CARTES & IDentification 2009 will also include...

**The Congress: undisputed world leader**

A real concentration of information and expertise: For three days the Congress conference brings together 1,500 delegates to discuss the latest technical developments, marketing and strategic issues and hear feedback on concrete case studies. Based on themes related to cards as well as identification, the 20 presentations are the best way to assess the market and are an indispensable addition to visiting the exhibition stands. 86% of delegates consider the conference to be the global benchmark for this market.

**The World Card Summit: heads of industry speak out**

The World Card Summit will bring together key players from the industry to discuss their vision and ideas about the sector's opportunities and challenges in a difficult global economic context. This opening presentation will host an exceptional panel of more than 10 top executives who will share their points of view on the future of their industry. This presentation, the highlight of the show, attracted more than 800 people last year.

**The SESAMES Awards: peer recognition**

Established as an unchallenged seal of approval in innovation, global benchmarks for smart card and identification manufacturers, they represent a real promotional springboard and give the winners a reputation and credibility guaranteeing their project's success. The competition is open to all innovative projects in the relevant sectors and consistently attracts more and more candidates. In 2008, 232 applications were submitted for 10 prizes. Selected by a panel of experts, the awards are presented at a prestigious ceremony organized in Paris, on the eve of the

opening of CARTES & IDentification. Short-listed products will be on show in the SESAMES Area located at the center of the exhibition.

For more information, please contact:

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