

## PRESS RELEASE

### **Smartrac Demonstrates the Full Potential of RFID Technology at CARTES**

**Amsterdam (The Netherlands), November 16, 2015 – Smartrac will once again showcase industry-leading innovation at CARTES SECURE CONNEXIONS 2015 in Paris, France. Among other exhibits, the RFID technology pacesetter will launch new dual-interface cards for enterprise access control, Smart-Loop PRELAM® for eDrivers licenses and eResidence permit cards, the latest PRELAM based on the NXP MIFARE Plus® SE chip, and state-of-the-art wristband transponders for multiple applications.**

Underlining its commitment to the eID market and high-security applications, Smartrac will bring to life the trade show's slogan by "maximizing the full potential of RFID technology" with respect to the CARTES key focus areas of secure payment, identification and mobility. In Hall 3, stand no. 3E020, there will be several new products and innovative technology solutions on display.

#### **Product innovations**

On the occasion of CARTES, Smartrac will introduce a new PRELAM product based on the MIFARE Plus SE chip. The chip enables Advanced Encryption Standard (AES) for authentication, data integrity and encryption, making the PRELAM particularly suited for automated fare collection (AFC) applications. The new product is available in PVC, PETG or PC materials, leveraging the company's patented wire-embedding antenna technology.

Other visual highlights are new PRELAMs and White Cards with LED functionality: Once the card communicates with the reader the LED indicates the process with a bright light, certainly a value for special features in the focus areas of loyalty, hospitality, AFC, enterprise access and many more.

The range of new product introductions is rounded off with state-of-the-art wristband transponders for multiple applications, new dual-interface cards for enterprise access control and a Smart-Loop PRELAM that offers crucial benefits to manufacturers of UHF eID documents.

#### **A sneak preview**

Smartrac will be showing products of the industry's first wire booster antenna inlays leveraging the full potential of Coil on Module technology - an innovative, inductive coupling technology for the dual interface smart card market using coil on chip modules. The coil acts as an antenna to provide an electromagnetic connection to the RFID booster antenna on the card inlay without a direct electrical connection.

Among other innovations, there will be a demo utilizing PRELAMs with UCODE DNA ICs from NXP. The IC enables tag authentication and privacy protection bringing high security to passive UHF.

In cooperation with NXP, Smartrac will also present a rental bike demo, showcasing the potential of the upcoming MIFARE® DESFire® EV2: The chip offers improved multi-application features, enabling of new business models through seamless integration of additional services. A dedicated app enables city cyclists to use their NFC-enabled phone together with a smart card to register and access the bike.

Besides that, an advanced access control demo is showcasing Smartrac's Smart Cosmos platform services in combination with a mobile phone and dual frequency RFID components: When tapped on the wristband or card, the phone will connect over the NFC interface with Smart Cosmos, authenticate the originality of the NFC tag, check its authorizations in real-time and if authorized, release the use of the UHF element of the component, or perform other actions. The solution will open up big potential for use cases such as festivals or leisure parks.

**Meet Smartrac @ CARTES SECURE CONNEXIONS 2015, Hall 3, on booth # 3E020, 17-19 November 2015, Villepinte Exhibition Centre, Paris, France.**

**About Smartrac:**

Smartrac is the world's leading developer, manufacturer and supplier of RFID products and services, providing both ready-made and customized products and services suitable for a large number of applications. Smartrac makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. Leveraging its global R&D, production and sales network, Smartrac combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. The company's solution portfolio is used in a wide array of applications: access control, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, logistics, retail, public transport, and many more. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit [www.smartrac-group.com](http://www.smartrac-group.com), [www.smart-cosmos.com](http://www.smart-cosmos.com) and follow us on Twitter: [www.twitter.com/SMARTRAC\\_NV](https://www.twitter.com/SMARTRAC_NV).

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