



PRESS RELEASE

SMARTRAC Launches new MIFARE based Inlays and PRELAM® Products for Automated Fare Collection

Amsterdam, November 7, 2012 – SMARTRAC N.V., the leading developer, manufacturer, and supplier of RFID transponders and inlays, announced that it launches new RFID inlay and PRELAM® products for automated fare collection based on a new smart paper ticketing chip from NXP.

The SMARTRAC PET inlays and PRELAM® products for limited use tickets, public transport cards, access control tickets, and access control cards feature the new MIFARE™ Ultralight EV1 chip, the next generation of MIFARE™ Ultralight chips from NXP.

The new chip generation offers three independent value counters which can be used for limited stored values, trip counting, etc., stored in a separate memory and no resetting of counters possible. The new MIFARE™ Ultralight EV1 additionally offers an originality check feature to protect customer investments by identifying original products from unauthorized copies.

Due to its full backwards-compatibility, products based on the new MIFARE™ Ultralight EV1 seamlessly integrate into existing infrastructures.

“The new MIFARE Ultralight EV1 covers the needs of public transport operators for more flexibility regarding local tariff schemes and brings more convenience to passengers. NXP’s market leading position in the identification market is based on a close cooperation with key customers and enables the AFC eco-system to match today’s and tomorrow’s market and system requirements from growing Smart Cities,” said Martin Gruber, senior segment director AFC, NXP Semiconductors.

Drawing upon its longstanding internal post fabrication wafer processing capabilities and chip-antenna-interconnection technologies, SMARTRAC is able to offer a broad range of inlay and PRELAM® products based on the new chip generation to the automated fare collection market supporting higher reliability and security.

About SMARTRAC:

SMARTRAC is the leading developer, manufacturer, and supplier of RFID and NFC transponders and inlays. The company produces both ready-made and customized transponders and inlays used in access control, animal identification, automated fare collection, border control, RFID-based car immobilizers, contactless payment cards, electronic product identification, industry, libraries and media management, laundry, logistics, mobile and smart media, public transport, retail, and many more.

SMARTRAC was founded in 2000, went public in July 2006, and trades as a stock corporation under Dutch law with its registered headquarters in Amsterdam. The company currently employs some 4,000 employees and maintains a global research and development, production, and sales network.

About MIFARE



NXP MIFARE™ is the leading open architecture technology platform for contactless ticket, card and reader solutions. With more than 50 million reader core components and 5 billion smart card ICs sold, MIFARE is a proven and reliable technology and represents the largest installed base worldwide. Compliant with the ISO / IEC 14443 an international standard, MIFARE ensures that today's infrastructure can easily be upgraded. It enables service providers to expand their transportation networks and to integrate additional services such as payment systems for taxi fares, cinema and theatre tickets, loyalty programs, access management and parking. All while reducing the total costs of operations. In addition, MIFARE4Mobile™ guides the successful extension of the MIFARE technology platform into NFC enabled devices. www.MIFARE.net

If you have any questions, please contact:

Tanja Moehler
Head of Corporate Communications & Marketing
SMARTRAC N.V.
Phone: +31 20 30 50 157
Email: tanja.moehler@smartrac-group.com
Internet: www.smartrac-group.com
Twitter: www.twitter.com/SMARTRAC_NV

MIFARE, MIFARE Ultralight, and MIFARE Ultralight EV1 are trademarks of NXP B.V., PRELAM® is a registered trademark of SMARTRAC N.V., all other marks, brands or product names mentioned may be property of other respective holders.

Forward-looking statements:

All forward-looking statements contained in this press release are based on assumptions, planning, and forecasts at the time of publication of this press release. Forward-looking statements always involve uncertainties. Business and economic risks and developments, the conduct of competitors, political decisions, and other factors may cause the actual results to be materially different from the assumptions, planning, and forecasts at the time of publication of this press release. Therefore, SMARTRAC N.V. does not assume any responsibility relating to forward-looking statements contained in this press release. Furthermore, SMARTRAC N.V. does not assume any obligation to update the forward-looking statements contained in this press release.