



## PRESS RELEASE

### **SMARTRAC launches Composite PRELAM® with integrated shielding material: Secure contactless data transmission for everyday items**

Amsterdam, April 21, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID transponders, adds Composite PRELAM® products with integrated shielding material to its product portfolio. The new products will be presented at Cards Asia 2009 exhibition in Singapore for the first time to the specialist audience at booth 4R05.

Attachable to mobile phones and a broad range of further everyday items, the Composite PRELAM® products with integrated shielding material allow the convenience of contactless data transmission in the presence of metal and other materials that normally interfere with RF reception.

The products are suited for applications such as access control, payment and transportation. In addition, they can be customized and are available in various form factors. This makes them a flexible, convenient and secure solution.

SMARTRAC Composite PRELAM® products are made of PVC and manufactured with the company's proprietary patented wire-embedding technology. They fulfill the highest requirements regarding reliability, durability and mechanical robustness. The proprietary integrated shielding material allows the tag to function normally even when mounted on conductive materials such as mobile telephone batteries and metallic housings.

"SMARTRAC is a valuable partner we trust and rely upon to implement and manufacture card and sticker PRELAM products based upon our secure contactless payment technology and designs for delivery to global manufacturers," said Charles Walton, executive vice president of the payment business line and marketing communications for INSIDE Contactless. "They have clearly mastered the difficult challenges of embedding the microchip and antenna so their functionality will not be adversely affected by further card manufacturing and printing processes."

"Our advanced, proprietary wire-embedding technology ensures that the contactless card inlays we manufacture are well suited for high-profile applications," said Wolfgang Schneider, member of the Group Executive Team of SMARTRAC and head of Business Unit Cards. "The new integrated shielding material only further demonstrates our commitment to providing products that fulfill the highest reliability, durability and mechanical robustness requirements."

The company has already delivered first orders of the Composite PRELAM® in the range of several million pieces. Subsequent orders are expected shortly.

SMARTRAC will present its new Composite PRELAM® products as well as its established product portfolio to the specialist audience at Cards Asia 2009, booth 4R05. Cards Asia is one of the most important exhibitions for the Asia-Pacific RFID industry. The trade fair is being held from April 22 to 24 at the Suntec City Convention Center in Singapore.



### **About SMARTRAC N.V.**

SMARTRAC is a leading manufacturer and supplier of RFID (Radio Frequency Identification) components for a broad bandwidth of applications in all current frequencies. The company produces ready-made as well as customized transponders for public transport, access control, animal identification, industry and logistics.

SMARTRAC is the global leader in high-quality RFID inlays for passports with integrated, contactless chips (ePassports), contactless credit cards (ePayment) as well as for RFID transponders for public transportation applications. SMARTRAC was founded in 2000 and since going public in July 2006 has been trading as a stock corporation under Dutch law with its registered headquarters in Amsterdam. The company currently employs some 2.800 employees and maintains a global research and development, production and sales network.

PRELAM® is a registered trademark of SMARTRAC N.V.



### **If you have any questions, please contact:**

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### **Forward-looking statements**

To the extent that this press release contains forward-looking statements, such statements 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.