



## PRESS RELEASE

### **SMARTRAC selected as inlay supplier for ticketing projects in Seville and Riga**

Amsterdam, November 5, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID transponders, today announced that it has been selected as the supplier of contactless RFID inlays for the public transportation ticketing projects in Seville, Spain, and Riga, Latvia. The orders come through Paragon Identification of France, world leader in magnetic tickets for urban transport and a major European player in identification solutions.

“We are very pleased that Paragon Identification has chosen our reliable RFID ticket inlays which are manufactured with our superior patented ChipLink™ technology”, says Manfred Rietzler, Chief Technology Officer of SMARTRAC. “ChipLink™ is one of the most innovative assembly processes in the market and lowers the assembly costs significantly. With this technology we are one of only a few manufacturers providing a fully integrated production process from etching of the antenna to assembly of the RFID ticket inlay.”

SMARTRAC ChipLink™ inlays are produced in the company’s factory in Malaysia which is equipped to manufacture high volumes of RFID ticket and label products. Leading edge inlay assembly technologies and a very strict and integrated quality assurance program ensure that customers are supplied with highly reliable and cost effective products.

The credit card sized ChipLink™ inlays are delivered to Paragon Identification who converts them into finished paper tickets and conducts printing and personalization of the tickets for the local transit agencies.

RFID tickets for mass transportation offer numerous benefits over conventional contact-based tickets. As the ticket validation is carried out without direct contact to a reader, public transportation organizations are able to realize cost-savings through reduced maintenance efforts. In addition, the automated ticket validation process is much faster than manual validation processes, reducing waiting queues and offering a fast and convenient entry for passengers.

#### **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 frequency standards. 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 and car immobilizers. 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 2,600 employees and maintains a global research and development, production and sales network.



**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.