



PRESS RELEASE

SMARTRAC Supplies Full Range of NFC Transponders

Amsterdam, July 20, 2011 – SMARTRAC N.V., a leading developer, manufacturer, and supplier of RFID transponders, announces that the company is ready to supply a complete collection of near field communication (NFC) enabled transponders. The SMARTRAC NFC product offering includes inlays for labels, tickets, and cards as well as complete tags.

“We have been looking into the potential of NFC for a while. Now that adoption of NFC is creating substantial demand, we are ready to support our customers with a complete NFC transponder range,” said Dr. Christian Fischer, CEO of SMARTRAC.

Based on the experience SMARTRAC has gained from manufacturing and supplying more than one billion RFID transponders in all current frequency standards (LF; HF; UHF), in various shapes and sizes for a very broad array of application fields, the company is well prepared to support its global customer base in tapping the potential of NFC technology.

Near field communication (NFC) products enable simple and convenient transactions in application fields such as access control, NFC-enabled mobile devices, public transport, and contactless payment. As a leading supplier of smart card inlays, tags, and transponders, SMARTRAC has an in-depth knowledge of these application fields and has supported customers around the globe for more than ten years in transforming contact-based processes into contactless solutions.

“NFC is another step in the evolution from contact-based applications to smart and user-friendly solutions. We are pleased to be part of this development; we are however also convinced that full adoption requires sustainable business models, and more consumer confidence and better knowledge of the technology,” Dr. Christian Fischer said.

About SMARTRAC:

SMARTRAC is a leading developer, manufacturer, and supplier of RFID components for a broad range of applications in all current frequency standards. The company produces both ready-made and customized transponders for public transport, access control, RFID-based car immobilizers, animal identification, libraries, industry, and logistics.

SMARTRAC is the global market leader in high-quality RFID inlays for electronic passports (e-Passports) and contactless credit cards (e-Payment) as well as for RFID transponders for public transportation applications. 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 3,500 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

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