



Inside Contactless tells us

> *The irresistible NFC revolution ...*

Géraldine Saunier-Miallet: from corner shops to automated cash dispensers, from New York taxi companies to large American stadiums, contactless cards assure high volumes of transactions for issuers, faster checks for owners, and more purchases for shopkeepers. These new applications are based on the NFC (Near Field Communication) technology and are gradually extending towards mobile equipment, and particularly mobile telephones and personal assistants. The contactless card initiates a new form of communication or transaction. A simple gesture is sufficient to obtain more information, to pay, accept or get into contact ...

> *at the heart of a New World*

Inside concentrates exclusively on contactless and NFC technologies, offering manufacturers of smart cards and mobile equipment the opportunity to offer complete micro-processor platforms capable of supporting many secure high performance applications to their customers. Alongside applications related to contactless payments, Inside products are ideal for access control, public transport, customer loyalty programs, identification, etc. Bank card and terminal manufacturers from around the world can thus enable their customers (card issuers, chain stores, co-branding partners or mobile operators) to introduce new generations of innovative and easy-to-use contactless services onto the market.

> *Built-in ingenuity!*

These complete, integrated, very compact and ultra-low consumption platforms satisfy an increasing demand for applications related to contactless transactions and computer exchanges. They are based on an Inside microprocessor and are highly flexible: smart cards, mobile telephones, other equipment or consumer accessories, because they support a wide range of contactless applications that offer incomparable ease of use to consumers. Inside has now delivered more than 250 million contactless platforms to customers throughout the world including the leading manufacturers of payment cards and mobile telephones, and leading integrators and financial institutions.

For further information:
visit the www.insidecontactless.com site



PROVENCE PROMOTION

> And the winner is...

Inside's technological innovation and leadership have been distinguished and rewarded on many occasions by analysts, publications and specialized juries. The most recent distinction, the GSMA Mobile Innovation Award in the Most Innovative Device-centric Technology category, was earned in 2008. And the next might be at the Cards show at which Inside has been nominated for a Sesames for the Best Hardware!

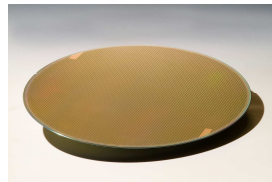
These awards simply recognize the intrinsic innovation in our platforms. For example among our platforms, MicroRead is the Inside's 3rd generation NFC platform designed for applications associated with portable terminals and mobile phones and is characterized by unequalled performances, very low energy consumption, high security and flexibility; it is also the only NFC product on the market capable of operating in "battery off" mode and the first to offer "over the wave" technology.

RFID, contactless or NFC (Near Field Communication)?

All three are remote wireless communication technologies [less than 10 cm, NDLR], using a radiofrequency (RF) protocol and the same frequency ranges of 13.56 MHz. But while RFID can communicate by RF, it only has a small wired logic: therefore it can only record one memory field: however, it is frequently used for identification.

On the other hand, contactless has more power, more memory and more functions. It is also more expensive. It is used in payment cards in the United States, but also in a few pilot applications in France.

Finally, NFC is a sort of "super contactless". It can be built into a telephone or personal assistant type equipment. Not only does it have all the advantages of contactless – RF communication, security – but it can also access the resources of the equipment in which it is integrated. Thus, the user can use the screen and the keyboard to access his transactions history, for example after several contactless payments using his telephone ... NFC also has another specific use: it can create a magnetic field that will activate the NFC chip of a RFID tag (label) or a contactless card and it can read the information contained on it.



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