

## PRESS RELEASE

### **SMARTRAC to show strong presence at CARTES tradeshow in Paris**

**Amsterdam (The Netherlands), 4 November, 2014 – RFID technology leader SMARTRAC will use CARTES SECURE CONNEXIONS 2014 to showcase its broad range of RFID solutions, introduce new products, and demonstrate its commitment to the eID-Market and high-security applications.**

SMARTRAC invites all visitors to the “Global Event for Payment, Identification and Mobility” to explore the next generation of intelligent RFID solutions at its booth #4M061. Delivering on that promise, the leading developer, manufacturer and supplier of RFID technology will introduce two all-new RFID tags (LAUNDRY TAG and ON METAL TAG), and display several innovative technology solutions.

#### **Tags for laundry and on metal applications**

SMARTRAC’s new LAUNDRY TAG has been specifically designed for rough environmental conditions in the laundry management industry. The size and performance of the new tag meet industry requirements to speed up inventory processes for hotels, hospitals and other institutions. The small HF tag supports enhanced garment classification, and can contribute to the efficient use of water and energy.

SMARTRAC’s ON METAL TAG is designed for tagging metal objects and surfaces, as well as challenging non-metal objects. Its thin, soft and flexible tag structure conforms perfectly to both curved and flat surfaces, and offers converters huge opportunities to create attractive solutions for end-users.

This printable ON METAL TAG enables applications that were not feasible earlier using traditional UHF inlays, and it offers the possibility to easily print and encode the product with standard RFID printers on-site. It also delivers excellent performance on metal surfaces and liquid-filled bottles, with a read-range up to 3.5 meters. Furthermore, the tag features traceable and secure TID serialization. It is available in ETSI (for Europe) and FCC (for America and Asia) frequency bands.

#### **Innovative demonstrations to highlight**

Besides showing new and established transponders, tags and inlays, SMARTRAC will also give several technology demonstrations at its booth. The first demo will show the rapid initialization and reading of an e-Passport using VHBR (Very High Bit Rates) technology. In cooperation with industry partners, SMARTRAC will demonstrate its capability to initialize a full e-Passport, and also to personalize it within a couple of seconds using flash technology.

Another demo will show the live issuance of birth certificates secured with e-tags, which will develop into a new product and can be connected to cloud-based platforms such as SMARTRAC's SMART COSMOS.

The third demo will present next generation inlay technology for contactless and dual-interface cards: SMARTRAC's PRELAM® contactless card components, which offer enhanced security and outstanding performance. The COIL ON MODULE technology enables the coupling without electrical wire connection of the module to the antenna itself.

Additional demos will show the benefits NFC technology offers for example pairing Bluetooth devices, connecting NFC-enhanced physical toys to mobile games, and authenticating collectible items and branded goods. The latter two applications make use of cloud-based services such as SMART COSMOS.

SMART COSMOS is SMARTRAC's groundbreaking cloud-based platform that uses tag IDs to empower the ecosystem of connected things, and help make the Internet of Everything finally come alive. SMARTRAC will introduce its related and available cloud-based services and use cases at the booth.

#### **About SMARTRAC**

SMARTRAC is the leading RFID technology company in the production of both ready-made and customized products and services. SMARTRAC makes products smart and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, SMARTRAC's solutions combine physical products with digitally based services to empower the ecosystem of connected things. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit [www.smartrac-group.com](http://www.smartrac-group.com), follow us on [www.twitter.com/SMARTRAC\\_NV](https://www.twitter.com/SMARTRAC_NV) or [click here](#) to sign up for our quarterly newsletter.

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