Note from RFIDba

On behalf of our entire management team at International RFID Business Association (RFIDba) and RFID Technical Institute (RTI), I would like to thank Terrapinn for inviting us to be a part of the very exciting RFID World Asia 2006 in Singapore.

Kick starting the event on 25 April will be “RFID Principles and Practices,” a pre-conference masterclass led by RTI, in cooperation with all of us at the RFIDba. Expect nothing less than a well-assembled, concentrated, thought provoking session with Continuing Education Units (CEUs) from DeVry University and a course certificate from the RFID Technical Institute.

The 2-day conference, commencing on 26 April will bring together experts and practitioners from a wide spectrum of industries including retail, logistics supply-chain, healthcare, transportation and gaming amongst many others, to present and discuss strategic and technology issues. Find out how RFID will IMPACT your business this year and beyond!

I highly recommend RFID World Asia 2006 as a MUST attend event in 2006. I am certainly looking forward to being a part of this high-caliber, quality event for the Asian RFID industry—you should too!

See you there!

Regards,
Harry P. Pappas
Founder, President & CEO
International RFID Business Association (RFIDba)

An international, vendor-neutral, NOT for profit trade association serving the educational needs of the RFID end-user community

New payments profile to complement Cards Asia event

Welcome to another exciting issue of iTouch – the newsletter that gives you up-to-the-minute news on Asia’s only event that brings together a showcase of smart cards, RFID, biometrics and payments technology from 26 – 28 April 2006 at Suntec Singapore.

Introducing the inaugural New PAYMENTS WORLD ASIA 2006

2006 will see the addition of a new payments profile to reflect the growth and interest of this market. As the smart card market in Asia grows, it is inevitable that new payment issues, challenges and technologies will evolve. Mobile payments, electronic payments, contactless payments and payments in a post EMV era are just some new payment areas with the changing smart card markets.

Cards Asia exhibition is not just another product showcase

We know that smart cards have gained wider acceptance and recognition in Asia through consumer applications including transportation, electronic money, national ID and mobile SIM cards. In the recent years fueled by the need for the world to become safer, IDs, smart cards, RFID and biometrics technologies have taken centre stage. There is an increasing trend for these technologies to be applied hand in hand to identify, authenticate and track individuals or goods.

The Cards Asia exhibition does exactly this by showcasing real life and fully implemented systems where visitors can ‘see’, ‘feel’ and ‘touch’ how new technology developments in RFID, contactless payments and security can be seamlessly integrated into practical and profitable implementations for your business.

New research shows loss of personal/financial data the number one concern of consumers worldwide

Article contributed by Visa International

China among world’s “most concerned” when it comes to potential loss of personal or financial data

A global survey of consumer attitudes released today by Visa International reveals that the theft or loss of personal or financial information is the number one concern among consumers worldwide, with 64 percent expressing anxiety over such an occurrence.

Both China and India were in the top four countries most concerned about lost or stolen personal information among the 12 countries surveyed. At 52 percent and 48 percent respectively, the levels of concern drop significantly among consumers in Japan and Australia, the other two Asia-Pacific markets included in the survey.

This survey confirms for Visa that data security is as much a concern to consumers in China as it is to others around the world. Ensuring world class data security in rapidly developing markets is a top priority for Visa and its members said Peter Maher, Executive Vice President and General Manager, Risk Management, Visa Asia Pacific.

Australian consumers reflected the importance they placed on the role of advanced technologies to authenticate the transactions of genuine cardholders, with 63 percent of them saying it would make them feel much more secure, compared to the global average of 57 percent for this response.

Continued on pg 3

Continued on pg 2
Are contactless payment cards tickets to wholesale fraud?

By Jeffrey Chasney, Chief Information Officer, CKE Restaurants, USA

Contactless payment cards are the latest craze in the marketplace. They come in the form of cards and fobs. So what is the advantage to the customer? And what might be the disadvantage to the present card-carrying customers...? Do you know who has been contacting your "contactless payment card?" ...You may not.

With today’s magnetic-stripe credit cards, you at least know who you have given your card to. To use your account, thieves must get their hands on your card; or, if they gain access to online records, they have to get not only your credit-card number, but also its expiration date (and more recently, the authorization code on the card back).

So how can the "contactless payment card" be compromised? Not quite as easily as a mag-stripe you think as advocates point out, contactless-card data is protected with 128-bit triple-DES encryption.

But these new technology cards present some new opportunities that didn’t exist before. The perpetrator no longer needs to be able to take possession of the card to read it! Contactless cards can be read anywhere in reasonably close proximity. All that the waiter must do is to meander through the dining room, walking close to seated customers with a small reader in their pocket. And given that a card is secretly read, the waiter can substitute that information in settling the check and simply pocket the cash from the customer.

Payments World Asia 2006
Gold sponsor

Retailers don’t see nearly enough value in payment cards to justify their cost. To drive fees down, they are accusing bankers of illegally fixing card fees and are suing the card associations and the major banks. This could cost the global cards industry over $100 billion, experts say, and lead to a bank-card system that would be more expensive and bureaucratic to manage.

The Guardian reported that a new investigation has been launched in the UK on the legality of interchange fees. The Office of Fair Trading (OFT) estimates that banks overcharge retailers through interchange fees which are essentially a tax.

In the US, the National Association of Convenience Stores (NACS) says that the total cost of card fees may soon exceed store profits. Card fees are the fourth-largest expense at the store level and are projected to exceed store utility costs within the next decade and the cost of store rent by 2020.

Another major retailer association, the Food Marketing Institute, alleges that credit card companies and their member banks set interchange fees with no regard for merchants and with no additional service provided to merchants, in spite of the fact that fees have increased steadily over the past 10 years.

Provenance of personal/financial data the number one concern of consumers worldwide

New research shows loss of personal/financial data the number one concern of consumers worldwide
RFID in action!
Research by IDC shows that the market for RFID-related consulting, implementation and managed services is expected to grow by 47% this year alone to reach $2 billion by 2008.

If your organization is looking to improve its supply chain efficiency, save valuable resources, increase productivity, minimize theft, improve customer service and impact your bottomline, RFID World Asia conference and exhibition is where you will get the answers and technological knowhow.

RFID World Asia

Biometrics Pavilion

With more banks and credit card companies looking to integrate biometrics into their payment authentication systems, there is an increasing acceptance of biometric technology not only in the public but private sector.

This year we bring you a dedicated Biometric Pavilion where you can experience the latest technologies in facial/iris/fingerprints access control, voice recognition, biometrics smart card, PKI solutions and more.

At the 2nd annual Biometrics World Asia is the special on-floor educational seminars that will feature case studies from the Asia Pacific region coupled with technological presentations by leading biometrics providers.

4 events – ONE show! Cards Asia has progressively evolved together with the changes in the industry, and will continue to innovate and provide customers with an overall encompassing one stop business opportunity. The proven synergistic profiles of cards and payments, RFID and biometrics affirm Cards Asia’s commitment to the sectors. This is the only platform to learn, evaluate new products, get new ideas build relationships and see smart cards, payments, RFID and biometrics strategies turn into reality!

All the best under one roof! Cards Asia 2006, RFID World Asia 2006, Payments World Asia 2006 and Biometrics World Asia 2006 is the only trade event you need to attend this year.

I look forward to meeting you there!

Patricia Cheong General Manager

Payments conference set sights on new innovations and its implications on businesses

Asian countries will see huge growth in the contactless payments market in 2006, with operators, banks, credit companies, retailers and billing infrastructure providers all vying for a piece of the booming payment market.

The Payments World Asia 2006 Conference agenda will address contactless, mobile-payments and other new technologies and solutions, as well as their implications on your business. What you will learn:

• Discover how innovative and exciting developments in the payments market can enable you to differentiate your payments offering
• Case studies from leading retailers who have deployed Contactless payments with NFC (Near Field Communication)
• An in-depth look at fraud and security issues surrounding payments
Helping organizations realize the business benefits of RFID and wireless sensor network technologies

Article contributed by Intel Solution Services
Creating a competitive advantage

Enter the Metro Future Store, and the future begins now. On its list of surprises: a Personal Shopping Assistant that displays your shopping list and shows you exactly where each product can be found; a product scale that "sees" what product you are weighing; electronic digital price "tags" on store shelves that can be changed every hour, if needed; video display screens all through the store showing today's specials, hour, if needed; video display screens all through the store showing today's specials, which can be changed by the minute; a computer which matches the perfect wine selection and guides you to the bottle's location via a beamed display on the floor. Meanwhile, in the back room and even on the shelves, RFID tags are tracking product, from distribution center to back room to store shelf to checkout.

CGI Metro felt a need to keep up and wanted to create a competitive advantage. They were keen on realizing how best to utilize technologies that can enhance the shopping experience and measure the increase in customer satisfaction. In addition, they were eager to lower selling and other operating costs as well as measurably increase employee productivity and overall competitiveness.

The initiative served as the platform for technical and process-related development and innovation in retailing. In the long term, the project organizers hoped to set standards for retailing that can be implemented on an international scale.

Understand the RFID revolution at the RFID World Asia 2006!

RFID — the technology that has taken the world by storm. With Wal-Mart leading the way forward in 2004, numerous RFID pilot programs have sprung up in the US and the UK.

While RFID has long been hailed for its guarantee to being a superior way to monitor merchandise in warehouses and retail outlets, it is also being denounced as an invader of privacy because tabs are kept on people's usual shopping or other habits. Cost issues are also a concern as it may possibly inhibit the take-up rate of RFID.

Amidst the accolades and criticisms, RFID is on the upswing! If you want to know more about
- How much has developed in the Asian and global RFID arena recently
- Current shaping forces and how the future looks like
- Factors for consideration in adopting RFID
- Cost vs. ROI in RFID

Then come on down to RFID World Asia 2006 conference and stay current with the latest technology developments, as well as local, regional and international RFID activities.

New value paper processing chain helps banks fight counterfeiting and tamper-proofs payment documents

Article contributed by AlpVision SA

Today's personal computers, scanners and printers have increased the production of counterfeit documents and make illicit tampering with banking documents much easier. Sources of losses identified by bankers' associations include fictitious document fraud, counterfeiting of corporate checks and other negotiable instruments, as well as false identification documents. Added to these problems are dishonest employees and processing errors.

Bankers must cope with these threats in order to prevent further losses by exploring new technologies. Fortunately, new value paper processing chains now allowing banks to transmit electronic check images instead of physically transferring paper checks can effectively fight forgery and tampering with documents.

One solution commercialized under the name of Cryptoglyph®, developed by AlpVision, a Swiss leading supplier in security solutions, working closely with leading Swiss and European banks, uses a large number of invisible printed dots randomly spread on the document. These dots hide critical information encrypted with a 128 bit cipher key. It allows for both document authentication and comparison of the hidden encrypted information with what is printed on the value document.

"Cryptoglyph which are printed on our payment orders have reduced the fraudulent attacks to almost zero", declared a security officer of an important Swiss bank who insists on anonymity, as confidentiality and secrecy are key elements of a document security policy.

"The detection software, which performs authentication and comparison of the hidden encrypted information with what is printed on the value document, has been accepted by all 40 of our banks", added the IT manager of the bank.

Digital image processing and digital security printing open a new era for banks to fight counterfeiting and prevent tampering with value documents.

For more information, visit the booth #E18 to see a demonstration, or attend the educational seminar presentation by Philippe Jordan, 26th April, 2006 at 1.15pm
Is your Loyalty Program in a Vicious Circle or Virtuous Cycle?

By Steve Lobb, Managing Director, Loyalty Management International

It is fair to say that most retailers in particular focused their loyalty programs initially on recognizing and rewarding better customers; encouraging lift, shift and retention among existing and potential customers thus giving increased sales; having a long term effect on customer relationships; along with a desire not to be left behind by competitors. Most retailers with loyalty programs have in-house resource to manage the programs, and use the CRM tools that programs allow.

In some cases though, given the high cost of managing in-house programs, or uncertainty over customer commitment and engagement, companies have reasonably enough managed costs by reducing either the customer value in or communication of the program.

The catch in some cases with that approach has been a reduction in affected sales, lower still incremental sales, and a smaller pot to apportion fixed costs. This in the worst case leads to a vicious cycle where customers slowly become disaffected and management rightly questions the whole program design and approach. Most competitors in an industry may well have a similar program, so market share gains are difficult, but the risk of exiting is high.

Now there is the dilemma, where these companies recognize the sophistication and effectiveness of CRM tools when applied well, but their underlying program design no longer generates affected sales to make the analysis worthwhile. Or the cost of managing the program, with all the new tools, is prohibitive.

But you can turn the dilemma into a Virtuous Cycle, where better design leads to increased sales, while the proportion of costs going back to real customer value are progressively increased.

Central loyalty systems, data warehousing, data collection and management, campaign management, analytical expertise, rewards management and fulfillment, contact centres can all now be outsourced effectively. What are the best ways to take advantage, without compromising your links with your customers? Coalition programs can be the route to a Virtuous Cycle versus establishing your own.

For more information, visit us at booth 4E13 at Biometrics Pavilion to see a demonstration.

DigitalPersona Fingerprint Biometrics helps United Bankers Bank (UBB) secure critical information

The United Bankers’ Bank (UBB), concerned that passwords were too weak an authentication method, wanted to safeguard account information accessed by employees and its customers. UBB was also experiencing a high volume of support calls from users whose passwords had expired or were forgotten.

“After much research into biometric technologies, UBB adopted DigitalPersona’s fingerprint authentication solution. “We were looking for a system that provided a maximum level of protection, was easy to use, and was cost efficient.” said William C. Rosacker, President of United Bankers’ Bank.

With the simple touch of a finger, an authorized UBB employee or customer is automatically logged in without having to type in their password or account information.

UBB has integrated with Active Directory using DigitalPersona’s U.are.U Pro AD product to manage passwords from a central server.

Through DigitalPersona’s U.are.U Online, UBB also realized their goal of improving security with bank-clients. UBB’s commercial customers log in and authenticate transactions via a fingerprint instead of a password which is vulnerable because it can be shared, written down or compromised. UBB is now assured that the person requesting a wire transfer, making transactions, accessing bank statements or performing other confidential activities is the person authorized to do so.

What would make retail therapy even better? Try contactless payments

Who needs spare change or PIN numbers when all it takes is a wave of a contactless-enabled device? Faster transactions, shorter queues. Contactless payment is chicken soup for the retail junkie – merchant or consumer – or is it? Concerns about security and privacy are synonymous with credit cards and the same can be said for contactless payments.

Cards Asia 2006 conference will look at how contactless technology is shaping the smart cards sector, presenting pioneers in the field of contactless payments from the banking, retail and public sectors who will share their experiences in adopting contactless technology.

Other key themes over this powerful two-day affair include the perennial but important issue of fraud and security, multiapplications, risk management, building customer experience, the opportunities for co-branding, and identity management and other smart applications in the public sector.
List of Exhibitors

- 3M Touch Systems Singapore Pte Ltd
- Advanced Modules Pte Ltd
- Advantech Peripherals (Singapore) Pte Ltd
- Alien Technology Corporation
- AlpVision SA
- Apollo Colours Ltd
- Arcontia AB
- Arjo Wiggins
- Asian Banking & Finance
- ASK
- Atlantic Zeiser GmbH
- Autopack Pte Ltd / Fargo
- Baoding Lucky Magnetic Information Materials Co., Ltd
- bielomatik Leuze GmbH + Co.KG
- Boewe Cardtec GmbH
- Brooks Automation (Germany) Inc
- C.R.C.I. - NORMANEX
- CAEN RFID
- Card Technology and Cards & Payments
- Cardcraft Australia Pty Ltd
- Cardel Limited
- Cards Tech & Security
- CardsNowAsia
- Caxton Mark Inc.
- Checkpoint Systems Inc
- China Elite Technology Co., Ltd
- Chutian Dragon Smartcard Co., Ltd.
- C.R.P. - NORMANEX
- Combi RFID
- Compass Plus Ltd
- Computer IT Guide
- Cotec Co., Ltd.
- Cross Match Technologies GmbH
- Cryptomathic Ltd
- DataCard Asia Pacific Limited
- Daybreak Software Pty Ltd
- DELO Industrial Adhesives
- Digital Identification Solutions Pte Ltd
- DigitalPerson-INTBIO
- Digital Scanning Corporation
- Dynetics Engineering Corporation
- ERFID Control (MI) Sdn Bhd
- e-smart Technologies Inc
- European Card Review/Mobile Payments World
- Evolis Card Printer
- Eyera Pte Ltd
- Fire & Security Today
- Foremost eMage Corporation
- GEP S.p.A.
- Giga-TMS Inc
- HID Asia Pacific Ltd
- Hi-Touch Imaging Technologies
- Hong Kong Ever Bright (Holdings) Ltd.
- ICC Solutions Limited
- Identix
- IDLink Systems Pte Ltd
- IER
- Impinj Inc
- Ineos
- Inside Contactless
- Intel Solution Services
- Intellect TDR Technologies Pte Ltd
- Intellix
- Inter Matica Asia
- Intercard Limited
- Intermec Technologies (S) Pte Ltd
- Intune Circuits OY
- I-Pay Clearing Services Ptv.Ltd
- JCB International Co., Ltd.
- KaSYS
- KBA-Metronic AG
- Kenetics Innovations Pte Ltd
- Kloeckner Pentaplast GmbH & Co. KG
- Kora Packmat Asia Pte Ltd
- KORA-PACKMAT Maschinenbau GmbH
- Koutech Information Systems
- Lai Shing Electronics Ltd
- Language Business Inc.
- Matica System srl.
- Melzer Maschinenbau GmbH
- Minerva Electronics H.K. Company Limited
- Morinura Bros.,Inc./PREDICIA LLC
- Muehlebaumer AG
- Multos
- NS Software
- NagraID Ltd
- Oasys Technologies Limited
- Omron Asia Pacific Pte Ltd
- Omron Instrument Computer Co.,Ltd
- OTI Global
- Paclin Office Products Pte Ltd
- PayCard
- Paxar(Singapore) Pte Ltd
- Philips Semiconductors Division
- Philips Semiconductors
- Pyral SAS
- Risecore
- Robert Buerkle GmbH
- SafeNet Asia Limited
- Sagem Defense Security
- Sammi Information Systems Co., Ltd
- SATO Asia Pacific Pte. Ltd
- Seropa Technology
- Shenzhen Yuanwanggu Information Technology Co Ltd
- Siemens (M) Sdn Bhd
- Singapore Communications Equipment Co., Pte Ltd
- Smart Card Forum of China
- Smart Cards & RFID
- Sollas Holland B.V.
- Stevic Singapore Pte Ltd
- Sysco Machinery Corporation
- TatWah Electronics
- Tektronix South East Asia Pte Ltd
- Tecnos (Singapore) Pte Ltd
- Transilwrap Company, Inc
- Ultra Electronics Card System
- Unitech Electronics Co., Ltd
- UPM Rafsec Oy
- Vanskee Enterprise (S) Pte Ltd
- Versatile Cards Technology
- Viccard Pte Ltd
- Vicmark Asia Limited
- Visa International
- Wavex Technologies
- Welcome Real-Time (ASAPC) Pte Ltd
- Zebra Technologies Asia Pacific LLC

(as at 10 March 2006)
Boewe Cardtec’s new PT9000 Embossing Module offers high speed embossing with up to 900 cards per hour, only using a single drum. Multiple embossing modules can be integrated in a PT 9000 system to achieve a higher performance even in complex applications. Each drum can perform several lines of embossing as well as front and rear side indenting. The separate topping modules allow the processing of different colors without changing the topping modules. The separate drum can be integrated in a PT 9000 system to achieve a higher performance even in complex applications. Each drum can perform several lines of embossing as well as front and rear side indenting. The separate topping modules allow the processing of different colors without changing the topping modules.

New single-side card printer sets price/performance standard

Zebra’s lowest priced color plastic card printer is the newest addition to its Value Line of card printers, the Zebra P110i. The P110i is Zebra’s new lower-cost single-sided companion to the dual-sided Zebra P200i card printer itself priced as much as 20 percent below comparable printers in its class. User convenience features include the Load-N-Go™ drop-in ribbon cartridge with integrated cleaning roller, an LCD message display to guide printer operation and an integrated card output hopper that folds into the printer to avoid being lost or damaged when not in use. Visit us at booth 4G01.

EMV PVT

Collis has developed a set of professional EMV test and validation tools. With these tools you can obtain confirmation of a proper operation of your EMV products in every environment all over the world. Come and check out our new testing tools for EMV cards, terminals, host systems, e-Passports and a GlobalPlatform. Visit us at booth 4D09.

Drive smart

EFKON and its JV, company I-Pay Clearing Services (P) Ltd. was chosen as a worthy partner of ICICI Bank to develop a system called “Drive Smart” program which enabled extension of credit purchases to fleet operators. It allows complete card lifecycle management processes like enrollment and issuance, card load re-load, fuel rate table transfer, blacklisting, blocking/unblocking and replacement are inbuilt into the program. Visit us at booth 4J01.

New concept in sealing machine

The FSM500 from Sollas Holland B.V. is a high speed wrapping machine for flat products that runs up to 500 cards/min. Unique feature & benefit of this machine is that it is a very flexible machine which can handle different card dimensions on the same machine! The cards can be packed as single and/or as string. The modified & improved FSM 500 provides the highest level of protection against card fraud as well as low material cost. The FSM 500 is world wide appreciated by our customers due to its top quality packing combined in a reliable and flexible design. Visit us at booth 4A08.

Smart label and smart ticket combi-machine

Melzer’s combi machine basically offers a production combination for making both, smart labels and smart tickets, be it in ISO or another format. The heart of the machine, the patented transponder selection, is needed only once. Further processing to the final product is done after the transponder has been applied. This production concept is ideal for all newcomers who want to start with different products. Visit us at booth 4G01.

New Magicard Tempo ID Card Printer

Introducing Paclin’s new Magicard Tempo ID Card Printer - A great value, easy to use printer, ideally suited for sites that previously never thought they could afford their own printer to produce high quality plastic ID cards. Low cost to buy, and low cost to run, it’s a quality design made simple. Visit us at booth 4D12.

Cryptoglyph*: A breakthrough to secure and to track & trace printed value documents

Working closely with Swiss and European banks, AlpVision, a leading Swiss supplier in security solutions, announces that authenticity verification, integrity checking and tracking of printed value documents can now be performed in any existing IT value paper production and processing line. Cryptoglyph uses invisible printed dots randomly spread on the document and detection software driving flatbed or high speed industrial scanners. Visit us at booth 4E18.

The ultimate user authentication solution

Leveraging Microsoft Active Directory, DigitalPersona Pro security authentication solution simplifies network and application authentication with a fingerprint. It instantly verifies authorized users, thereby improving network, application and Internet security. Users can conveniently log onto operating systems, password-protected applications and Web sites — all with a single touch of a finger. For more information, visit us at booth 4E13.

www.worldofcards.biz/2006/bwa_SG
RFID Consumables Initiatives

Check Point’s Performa line of RFID consumable products are designed to meet the specific application, performance, pricing and fulfillment requirements of customers in various industries such as consumer packaged goods, retail, pharmaceutical, public transit & events and library markets. As a complement to Check Point’s RFID product family, the company also provides a comprehensive selection of RFID tagging, labeling and ticketing services. Visit us at booth 4F19.

Tracking every footprint

DSC offer Trek It.Net software components that can be adapted to individual user requirements and can be implemented in a variety of solutions. Our Radio Frequency Identification (RFID) readers, portable barcode terminal can identify and track your assets throughout your supply chain. Our wireless products provide additional flexibility and functionality to your needs. When it comes to TOTAL tracking solutions, you can count on us. Visit us at booth 4B05.

Paxar has “raised the bar” on RFID!

Introducing Paxar’s latest Monarch 9855™RFMP (multi-protocol) tabletop barcode printer - A multi-protocol printer/encoder with Gen2 capabilities. In addition to Gen2, the 9855RFMP encodes Class 1, UCODE EPC 1.19, and Impinj 0+ protocols. In addition to Gen2, the 9855RFMP encodes Class 1, UCODE EPC 1.19, and Impinj 0+ protocols. Visit us at booth 4H12.

Tuned into RFID antennas

Intune sets a new tone in the RFID antenna market. We are an established global company that specializes entirely in manufacturing high volume, low-cost RFID antennas. Our product range includes antennas manufactured from etched aluminium, etched copper and conductive ink. We will also introduce a unique, additive copper technology for RFID antennas. Visit us at booth 4F18.

RFID forklift of the future to enhance warehouse worker productivity and efficiency

Forklifts envisioned by Cascade and Intermec incorporate powerful dashboard computers positioned for maximum safety and efficiency, easy-to-reach RFID controls assimilated into the lift’s control mechanisms, wireless real-time location tracking and navigational LEDs for optimal routing, and easy-to-adjust RFID readers designed into the frame of forklift attachments for flexible and accurate use with a wide range of goods and supplies. The system, designed specifically for the rugged environment of daily warehouse use, also engineers in a sophisticated cable management system, state-of-the-art wireless scanning capabilities and a built-in camera for cargo documentation. Visit us at booth 4H03.

Wireless regulatory experience gives Zebra Technologies’ RFID a global edge

Zebra Technologies, a global leader in printing solutions for business improvement, announced that its UHF RFID printer/encoders are now available for sale in 39 countries on five continents worldwide – more than any other brand. Zebra recently received regulatory approval from Taiwan and South Korea for its R4Mplus model. Additional approvals are pending in several more countries, which will bring Zebra’s RFID printer/encoders to customers in most major markets globally. For more information on Zebra RFID solutions, visit us at booth 4G05.

Hi-tech biometrics security systems for Iris and facial recognition

Eyeer a Pte. Ltd., a Singapore based company deals in Hi-Tech Biometrics Security Systems for Iris and facial recognition. Eyeer has exclusive rights from InTech, USA for the iris recognition technology and from LG Technologies, USA for eye tracking technology. Our product, the Phoenix, is unique as it has the capability to capture stereo face and iris images simultaneously. It is extremely reliable and user friendly while producing crisp and quality images. Our aim is to provide our end-users the best and most affordable. Visit us at booth 4D03.

www.worldofcards.biz/2006/rfidwa_SG
Educational seminars

Wednesday, 26 April 2006

11.00 ePassport privacy attack
Harko Robroch (MSc), Director
Riscure

11.45 First to make EPC Gen 2 work in Asia
Edward Lu, Regional Business Development Director, Asia
UPM Rafsec

12.30 RFID: The quality challenge in manufacturing smart labels
Jürgen Rexer, Global Sales Manager RFID
bielomatik Leuze GmbH + Co. KG

1.15 Zebra business case – ATM card banking applications
Bob Anderson, Marketing Director
Zebra Technologies Asia Pacific, LLC

2.30 Security solutions for Government/ID applications
Ludwig Huber, Senior Sales Cards & Security
Mühlbauer

3.00 PrintSeal – The story of success continues
Jochen Scheil, Sales Director of Cards
KÖRA-PACKMAT Maschinenbau GmbH

3.45 Case study – Chinese Passport project
Benny Tan, Director
Digital Identification Solutions Pte Ltd

Thursday, 27 April 2006

11.00 Increasing profits & productivity: True asset visibility with RFID
Jasver Foo, Business Development Manager – RFID, Asia Pacific
Zebra Technologies Asia Pacific, LLC
(Barcode Dept.)

11.45 Optimising economy in RFID label production
Frank Melzer, Managing Director, Marketing
MELZER Maschinenbau GmbH

1.15 e-Passport chip personalisation testing
Arjan Geluk, Sales Manager
Collis BV

2.30 Case study: RFID and Just-in-Time logistic
Dr. Giovanni M. Grieco, Marketing Director
CAEN RFID

3.45 Professional testing of EMV issuing & acquiring systems
Jeroen Mulder, EMV Consultant
Collis EMV Competence Centre

NOL-Sun Advanced Technology Centre Site tour

The NOL-Sun Advanced Technology Centre in Singapore is a technology test bed and an industrial engineering centre that recreates a real-world logistics environment where different RFID-enabled logistics scenarios and solutions can be effectively simulated and tested in a controlled environment.

Developed in partnership with Sun Microsystems, with support from Singapore’s Infocomm Development Authority (IDA), the S$2.7 million NOL-Sun Advanced Technology Centre features the latest testing facilities for evaluating RFID technologies and applications in a ‘live’ supply-chain environment.

Taking place on 28 April 2006 and open to all RFID World Asia 2006 conference delegates, it is your unique opportunity for a “behind-the-scenes” understanding of RFID testing in action, so sign up now! Call our customer service hotline at +65 6322 2771 or register online through)

www.worldofcards.biz/2006/rfidwa_SG

- Applicable for RFID World Asia 2006 delegates only
Asia's leading Smart Cards, RFID, Biometrics and Payments technology event is back!
Mark your diary today!

**General information**

26 April 2006, Wednesday
10.30am – 5.30pm
27 April 2006, Thursday
10.30am – 5.30pm
28 April 2006, Friday
10.30am – 3.30pm

**Venue**
Suntec Singapore International Convention & Exhibition Centre
1 Raffles Boulevard, Suntec City
Singapore 039593
Tel: +65 6337 2888/6825 2310
Fax: +65 6825 2222
Website: www.suntecsingapore.com

**Admission**
- Exhibition is open to trade professionals only.
- The general public and minors below the age of 16 will not be permitted entry.
- Admission is free by confirmation letter and business card registration only.

**Attire**
- All attendees must be in proper business attire.
- Those in shorts, bermudas, singlet, and slippers will not be allowed entry into the exhibition halls
- The organiser reserves the right of refusal of admission to visitors who are not properly attired.

**Hotel accommodation**
Accommodation may be booked through the official travel agent as follows:

**Orient Explorer (S) Pte Ltd**
Contact: Lim Chee Yi (Ms)
Niki Loke (Ms)
Rina Tan (Ms)
Tel: +65 6339 8687
Fax: +65 6339 9536/3731
Email: mail@orient-explorer.com
Website: www.orient-explorer.com

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Category</th>
<th>Distance to venue</th>
<th>Room rate* (single/twin)</th>
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<tbody>
<tr>
<td>Meritus Marina</td>
<td>Deluxe</td>
<td>3 mins walk</td>
<td>$280 nett</td>
</tr>
<tr>
<td>Mandarin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carlton Hotel</td>
<td>Superiors</td>
<td>7 mins walk</td>
<td>$190 nett</td>
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<tr>
<td>City Bayview Hotel</td>
<td>Superior</td>
<td>10 mins walk</td>
<td>$140 nett</td>
</tr>
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**Note:**
- Rates quoted are nett rate inclusive of 1% cess, 10% service charge and 5% goods & services tax.
- Refreshment Pack – guest(s) who make their hotel bookings through Orient Explorer, with a minimum of 4 nights’ stay for each room booking, will be given a refreshment pack, inclusive of 4 bottles of drinking water complimentary.

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**Hotel Category Distance Room rate**

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- Day One – 26 April, Wednesday
- Day Two – 27 April, Thursday
- to exhibit/sponsor in
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- Biometrics World Asia 2006
- RFID World Asia 2006
- Payments World Asia 2006

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