



CARTES in Asia Media Contact:

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Press Release

Strong Attendance and Participation at CARTES in Asia 2010 Sets Positive Tone for Asia's Smart Technologies Industry

First CARTES in Asia event focused on developments around security, mobility, NFC and multi-application smart technologies across Asia Pacific

Hong Kong, March 30, 2010 – CARTES in Asia, a major regional exhibition and high-level congress covering digital security and smart technology, concluded on March 18 in Hong Kong after featuring some of Asia's most important security, RFID and smart technology innovations.

A total of 116 exhibitors, including Advanced Card Systems, MasterCard, Watchdata, STMicroelectronics and VeriFone, showcased some of the industry's most innovative products and solutions at the event.

Over 2,800 visitors and 320 conference attendees from 58 countries participated in CARTES in Asia 2010. As a result of the resounding success of the event, Comexposium is already renewing its commitment for next year. CARTES in Asia 2011 will take place in Hong Kong in March next year.

"CARTES in Asia is a must-attend event for any company serious about doing business in security, smart technology or RFID in the Asian market," said Gilbert Leung, Sales Director, Advanced Card Systems. "The quality of attending delegates, and knowledge of speakers during the conference provided many opportunities for business, as we also managed to meet several new prospective customers. We will definitely return for CARTES in Asia in 2011."

"CARTES in Asia 2010 featured numerous innovative solutions and ideas, and provided educational value for all conference attendees," said Michael Weatherseed, Security Business Event Director, Comexposium. "We are already exploring new ways to provide additional tracks, expand the congress program and increase the available exhibition space for next year, which we anticipate, will be larger than this year's event."

Madam Zhang Qi, Director of the China Information Industry Trade Association and Chairman of RFID China Alliance led the China Smart Cards, RFID Delegation to CARTES in Asia. CIITA organised the China Pavilion with 18 companies, the China Golden Card Project display area and a RFID and Internet of Things Summit Forum.

For the first Asian edition of CARTES in Asia, Comexposium put together an exciting show that included: a solid speaker line-up with experts from some of the world's most respected corporations; presentations on some of the most important new topics for the smart technology industry; and a strong set of exhibitors showcasing their newest products and solutions.



CARTES in Asia 2010 kicked off with the company's prestigious SESAMES Awards ceremony. The Asian SESAMES Award, which recognises the most innovative application developed for the Asia Pacific market in the field of smart cards, digital security, identification, secure transactions, Internet of Things and contactless, featured the following winner: Watchdata. Watchdata is the developer of the DBS Live Fresh 3-in-1 Credit Card, which won for its capability to combine banking, transport and retail payment applications on a single-chip dual-interface smart card.

Some of the key exhibitors at CARTES in Asia 2010 included: China Unicom, Infineon Technologies, Mastercard Worldwide, Sony Corporation, Sophos, Toshiba Corporation, VeriFone, China Electronics Corporation, and Shanghai China Card Group.

Speakers from major corporations, banks and other security providers delivered compelling presentations on critical security, payment and banking issues for the smart technology and RFID industry. The security companies and payment businesses that presented included: American Express, Sony, SK Telecom, Sun Microsystems, Visa and others.

**For the latest information on CARTES in Asia visit
the website: www.cartes-asia.com**

Photos from the 2010 event available on request from LEWIS

Date:

- Opening conference and Asian SESAMES Award ceremony: **16 March 2010**
- Exhibition and conferences: **17 & 18 March 2010**

Place: Hong Kong - AsiaWorld-Expo, Hall 3

Organiser: Comexposium

Website: www.cartes-asia.com