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Convergence in Motion Drives a Paradigm Shift in Business Transactions CARTES in Asia 2010

Convergence in motion driving a paradigm shift in where and when business is conducted will be a keen topic at CARTES in Asia, the leading event for digital security and smart technologies. Convergence in Motion – a powerful convergence of technologies – is putting the whole world in the hands of individuals. The melding of wireless and contactless technologies and IP in communications has been complemented by a migration of smart card functions to SIM card technologies. Mobile devices such as phones, handholds and notebooks, together with SIM cards is allowing anyone, regardless of location, to conduct business transactions via wireless networks. For business, the shift in how and where business transactions take place may become even more profound than the changes spurred by the emergence of e-commerce. Visitors will be able to inspect leading-edge solutions enabling this parallel shift in business. As Asia is the largest place of design and production and already boasts the largest number of handheld devices used today, enterprises and huge markets will play a most important role in this migration of business from the bank and store spurred by Convergence in Motion.

Why is Asia important?

More than two billion wireless devices such as smart phones, PDAs and other mobile communications tools are already in consumers' hands. And more of these devices are in the hands of China's consumers than those in any other country. Moreover, companies from Japan, China and Taiwan are leading the way in the design and production of these tools. These mobile devices together with the right applications enabling 'always on' service-centric computing and communication, are allowing anyone to communicate and work anytime via wireless network. While Japan, Korea and Hong Kong are among the global leaders in mobile device penetration and innovative mobile applications, the largest and fastest growing market for users of these devices is the new emerging middle classes in developing countries. According to the World Bank, in 2000, developing countries were home to 56 percent of the global middle class, but by 2030 that figure is expected to reach 93 percent. China and India alone will account for two-thirds of the expansion. This potential offers enormous promise for businesses that enable their products and services to be purchased by these burgeoning ranks of mobile consumers. Which is why Convergence in Motion will be top of mind for many visitors to CARTES in Asia.



Convergence in Motion in Asia

Convergence in Motion involves a bewildering alphabet soup of wireless and contactless technologies including UMTS, HSPA, LTE, Wi-Fi, Wimax and Near Field Communication (NFC) to name a few. But convergence in motion has already demonstrated its power to be all pervasive and deeply woven into our personal and professional lives as smart cards evolve beyond transportation, store purchase and facilities access based applications such as EZ Link in Singapore, Octopus in Hong Kong, and T-Money in South Korea.

With the emerging "network of networks" created by the convergence of wireless communications and the emergence of contactless Near Field Communications (NFC), the infrastructure is already in place. And advanced applications on top of this infrastructure have arrived. The catalyst driving this development is the introduction of high capacity SIM cards. For example, with these new smart SIM cards, it is now possible to capture information, purchase tickets and choose a seat for an event by pointing a smart device to a smart poster for the event. More profoundly, the reach of the infrastructure can extend to nearly every corner of the region as demonstrated by the debut of the first large-scale multimedia SIM commercial deployment in Asia by China Mobile. The role of Asia as a driving force in convergence in motion is further underscored by the fact that the deployment is launched with four different Windows Mobile 6.0 handsets from leading Asian manufacturers.

The SIM card as Security Guard

Why does the SIM card play such a critical role? The expected proliferation of transactions through the airwaves in the wake of convergence in motion raises issues of data and information protection and authentication. The security capabilities of higher capacity SIM cards reduce the paramount concern behind these issues. The adoption of the SIM card as standard by ETSI and GSMA (GSM Association) to secure sensitive NFC applications such as payment and e-ticketing is evidence that SIM cards successfully address these issues.

SIM cards are also important because of their installed base. There are more than four billion of these cards currently in use within mobile phones and SIM cards have already been deployed in mobile Internet applications. With the SIM card, the protection of private information is assured, and with 4th generation LTE also adopting SIM technology, the role of SIM as the security guard of convergence in motion is similarly assured.

Convergence in Motion is exhibiting at CARTES in Asia 2010

Future applications related to Convergence in Motion offer exciting potential for businesses of all kinds that target consumers. These solutions advancing Convergence in Motion will have a significant presence on the stands of CARTES in Asia 2010 exhibitors. A space to demonstrate and exhibit these solutions will also be set up at the heart of the trade show. The trade show is therefore fully playing its part as the starting-block and promoter of market innovations. To find out more about this phenomenon which is changing how we live and work, visit CARTES in Asia 2010 from 16th to 18th March 2010 at AsiaWorld Expo in Hong Kong.

* According to Internet World Stats

** According to a survey by IMS Research published at the end of last year. The forecast made in the early 1990s by Marc Lassus, founder of Gemplus – as many smart cards as inhabitants of the planet – is therefore in the process of coming true. As is the prediction of French writer René Barjavel, who in his visionary book published in 1968, "La Nuit des Temps", imagined a civilization in which everyone wears a "ring" to prove their identity.



24 years of experience in high level and international card business events

Since 1986, CARTES has promoted smart technologies and presented the main market trends and innovations through the most appropriate forms including conferences programme, SESAMES Awards, animation areas, specific exhibitions and demonstration areas. By analysing its exhibitors and visitors' requirements, the CARTES team has developed the event year after year to become a leading brand and the industry worldwide reference. Leveraging the organisational experience and smart technology industry knowledge, the CARTES in Asia team is committed to replicate the success at this regional event.

Strong partnerships with main regional media and associations

CARTES in Asia will benefit from the strong support of major regional associations, authorities and local development agencies to gather all the components of the smart technology value chain in the Asia Pacific region.

For more information: www.cartes-asia.com.