



**Advanced Card Systems Ltd.**  
Card & Reader Technologies

# Smart Card Technical Introduction



CARD & READER TECHNOLOGIES





# Contents

- ❑ Introduction to Smart Card Technology
  - Contact
  - Contactless
- ❑ Secure Smart Card Printing
- ❑ Why Use Smart Cards?
  - Existing Systems
  - Smart Card Security Features
- ❑ Smart Card Market
- ❑ Smart Card Applications



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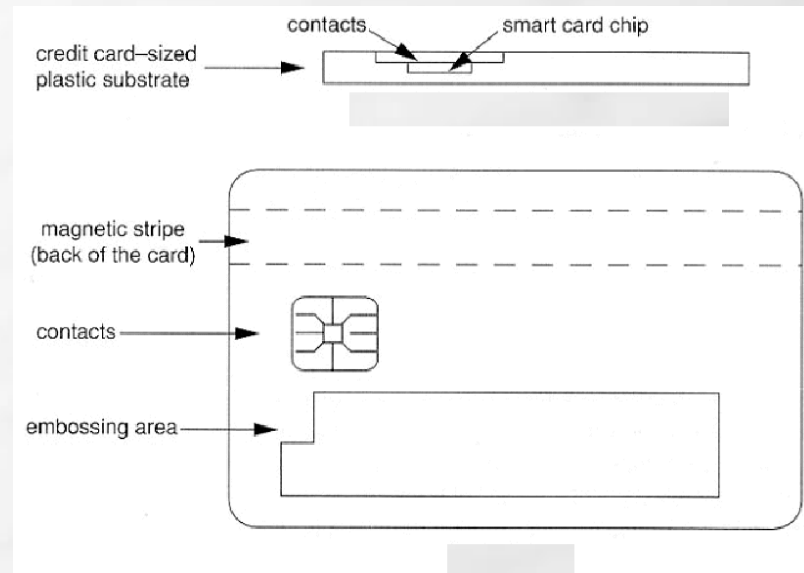
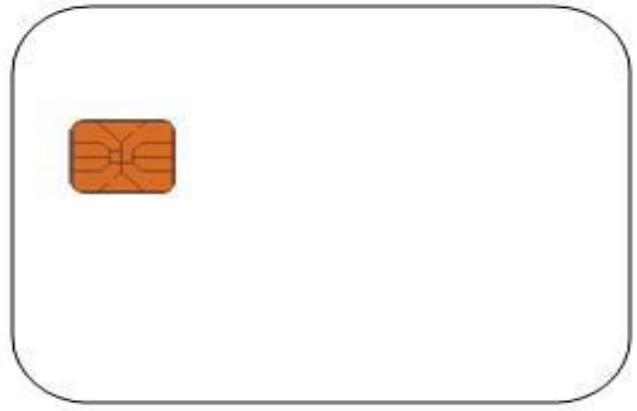
# Contact Smart Card



CARD & READER TECHNOLOGIES

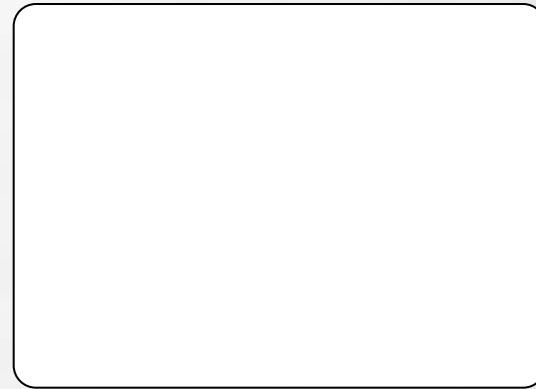


# What is a Smart Card?



- ❑ A credit card sized (ID-1) plastic card with an IC chip on board
- ❑ Conforms to ISO-7816

# Components of a Contact Smart Card



## □ A smart card comprises 3 parts

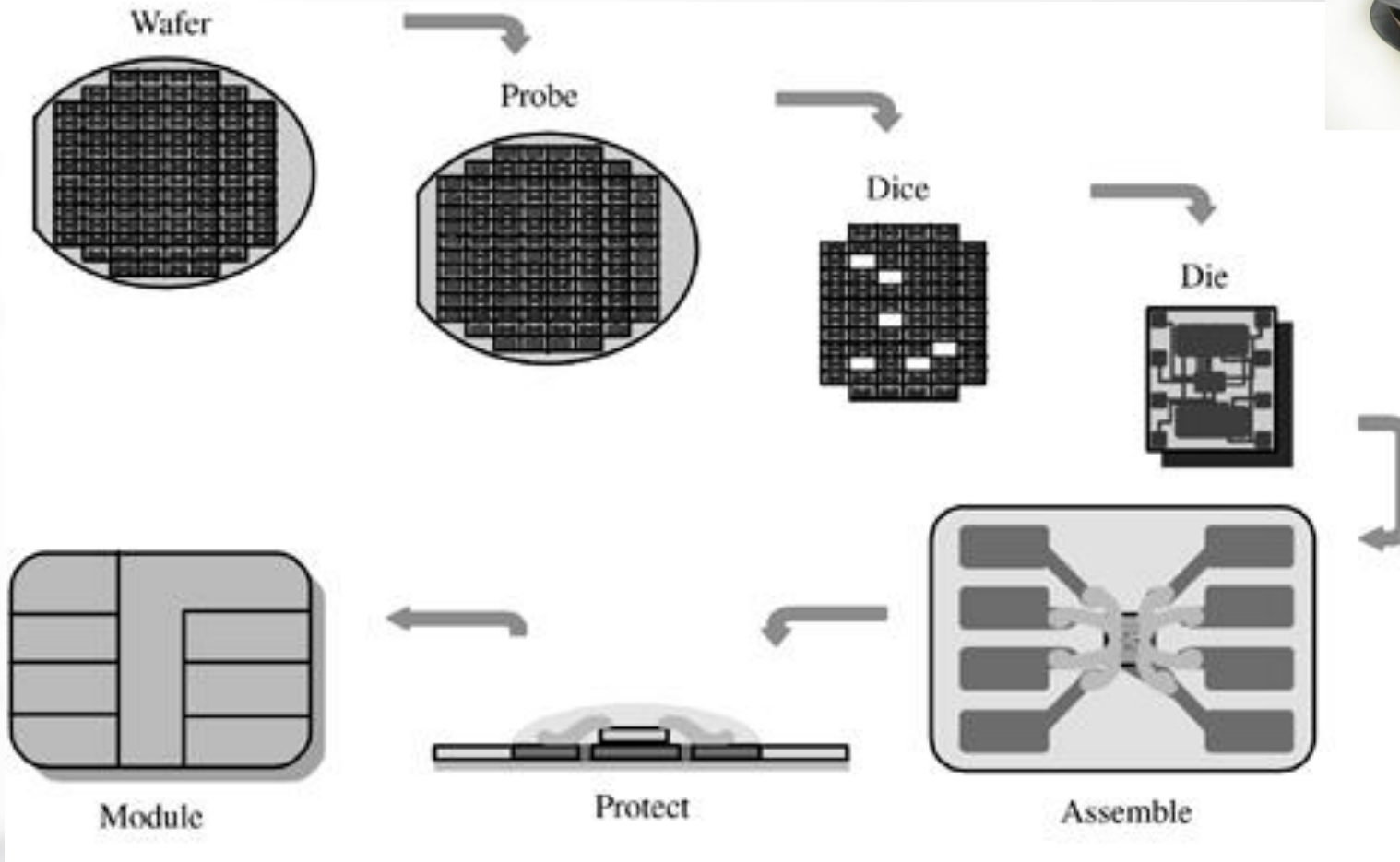
- Contact Disc
- Chip
- Plastic Body with Cavity

# Contact Disc

- ❑ A contact disc with a chip is called a **micro-module**
  - Usually composed of 6 or 8 contacts
    - ❑ 6 contacts – usually for memory cards & low end CPU cards
- ❑ Module
  - Usually square or oval
  - Can have different patterns defining the contacts
  - Contact position complies with **ISO-7816-2**
- ❑ The Answer-To-Reset value will indicate if it is a CPU card
  - Cannot visually tell the card type based on the contact disc

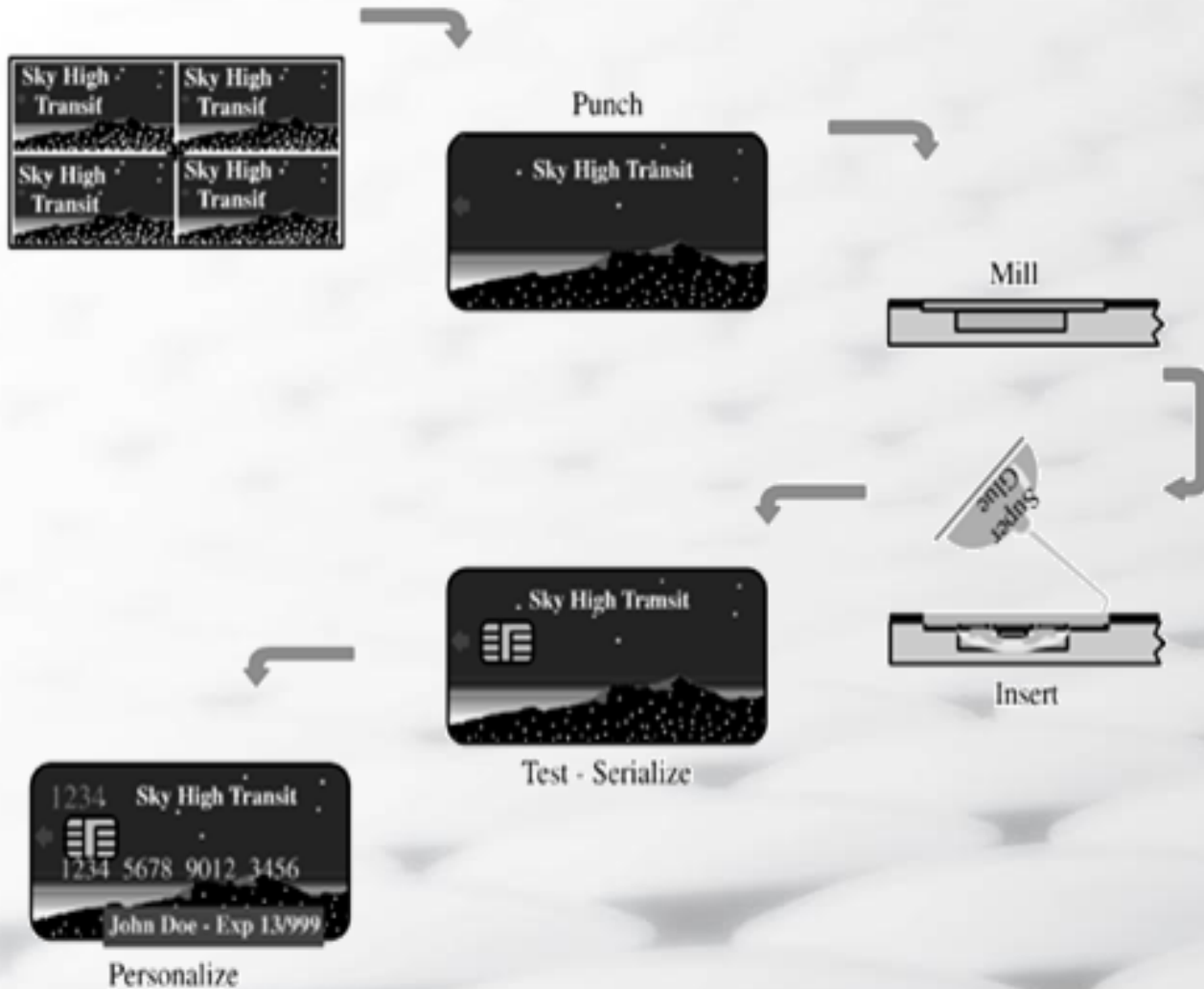


# Micro-Module Manufacturing





# Card Manufacturing





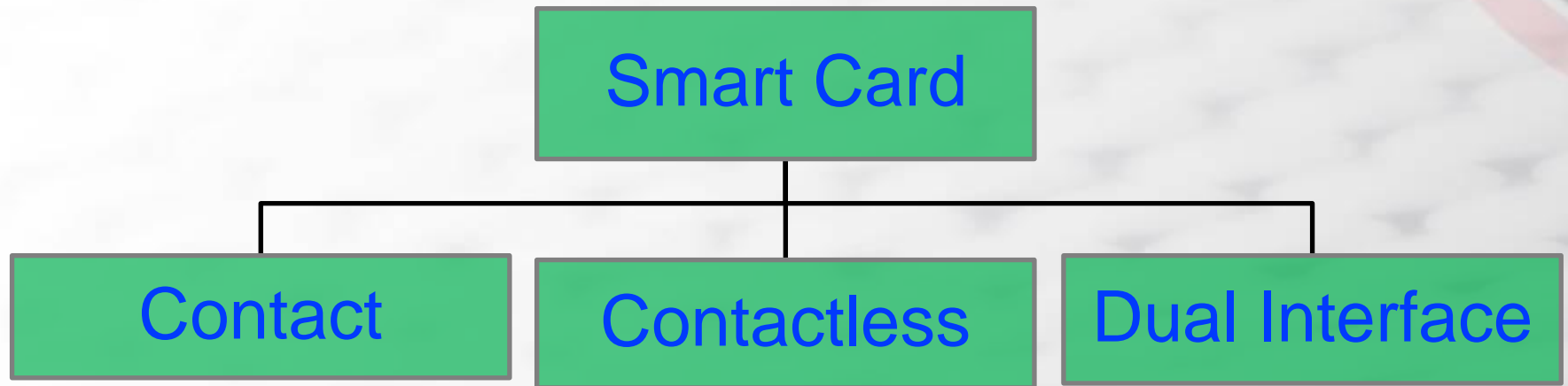


# Smart Card IC Family

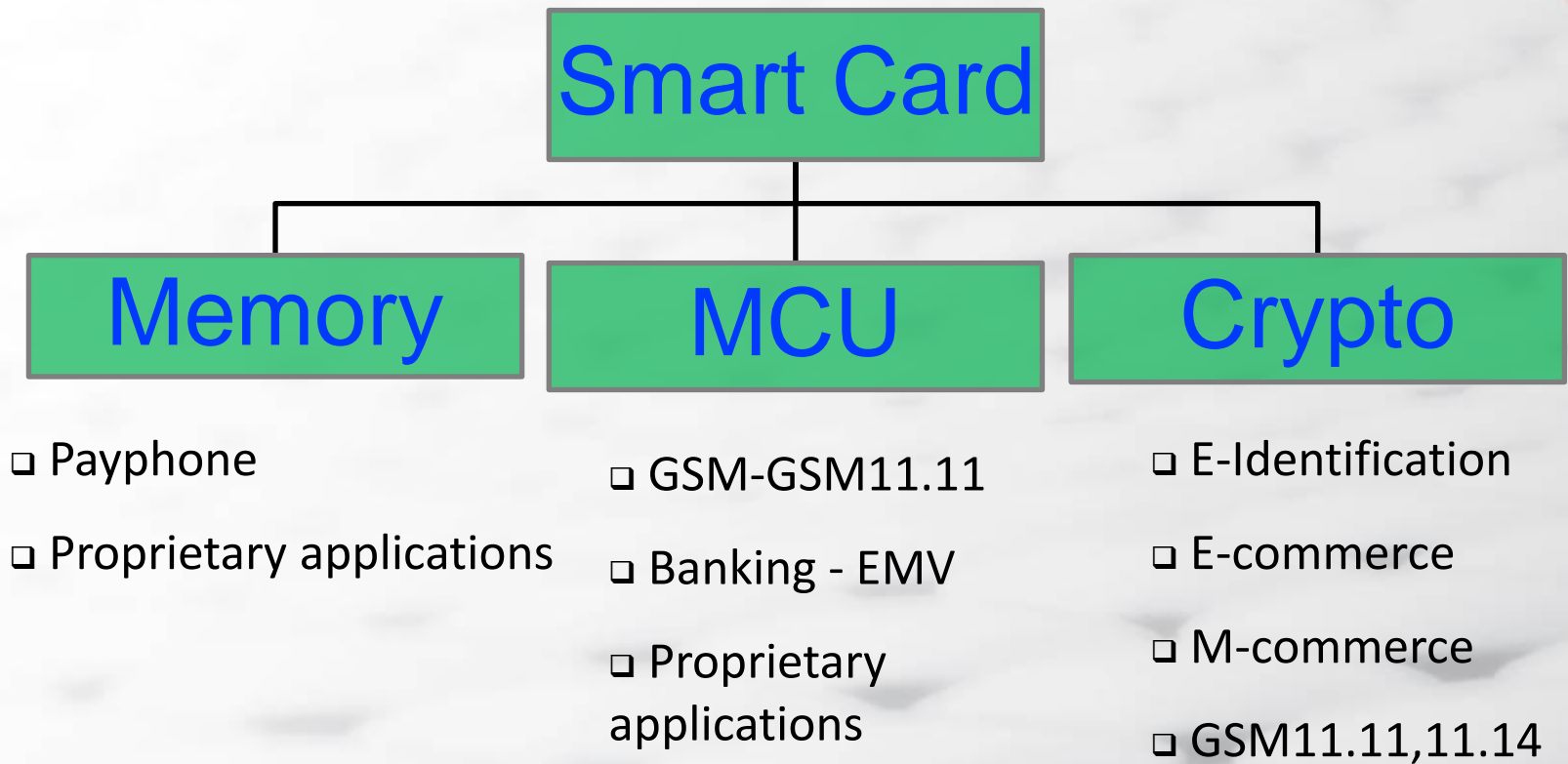
- ❑ Contact Memory Card
  - Infineon, Atmel, ISSI (Infineon/Atmel compatibles)
- ❑ Contact CPU Card
  - GSM SIM, Smart Debit/Credit EMV Card
  - National smart card (banking / ID card)
- ❑ Dual Interface CPU Card



# Category by Technology



# Category by Security





# Types of Contact Memory Cards

**Memory Card**

**Free Access I2C Card**

Atmel / ISSI / Microchip  
- 24C01,02,04,08,16..

**Token Card  
(1<sup>st</sup> Generation Phone Card)**

ST-Microelectronics  
- ST1305  
Infineon  
- SLE4406

**Protected Memory card**

4442 memory card  
- 256 bytes  
4428 memory card  
- 1 Kbytes

**Active Authentication Token Card  
(2<sup>nd</sup> Generation Phone Card)**

ST-Microelectronics  
- ST1333,ST1335  
Infineon  
- SLE4436,SLE5536



# Contact Card Chip

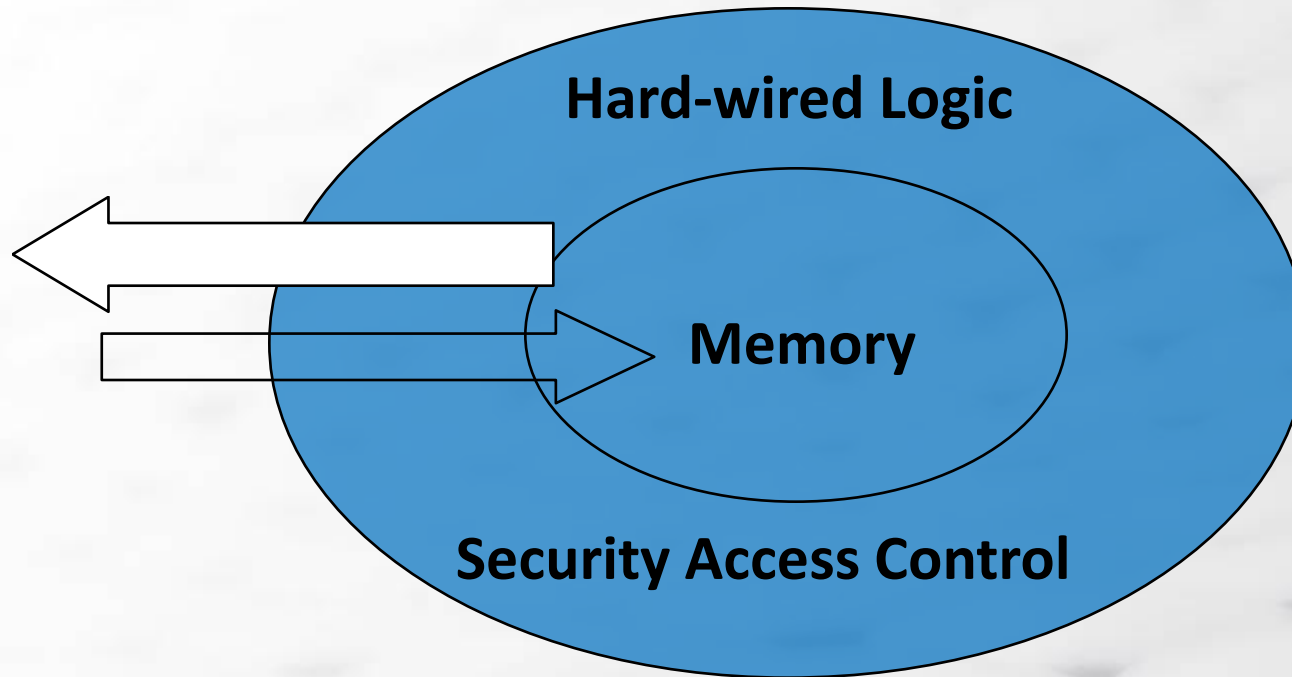
Memory	MCU
<p><b>Chip Manufacturers</b></p> <ul style="list-style-type: none"> <li>• Atmel</li> <li>• Infineon</li> <li>• Infineon compatibles</li> </ul>	<p><b>Chip Manufacturers</b></p> <ul style="list-style-type: none"> <li>• ST Microelectronics</li> <li>• Atmel</li> <li>• Renesas</li> <li>• Infineon</li> <li>• NXP</li> <li>• Samsung</li> </ul>
<p><b>Card Manufacturers embed the chip in card</b></p>	<p><b>Card manufacturers must design the chip operating system</b></p> <p>There are also COS vendors</p>



# Plastic Card Body

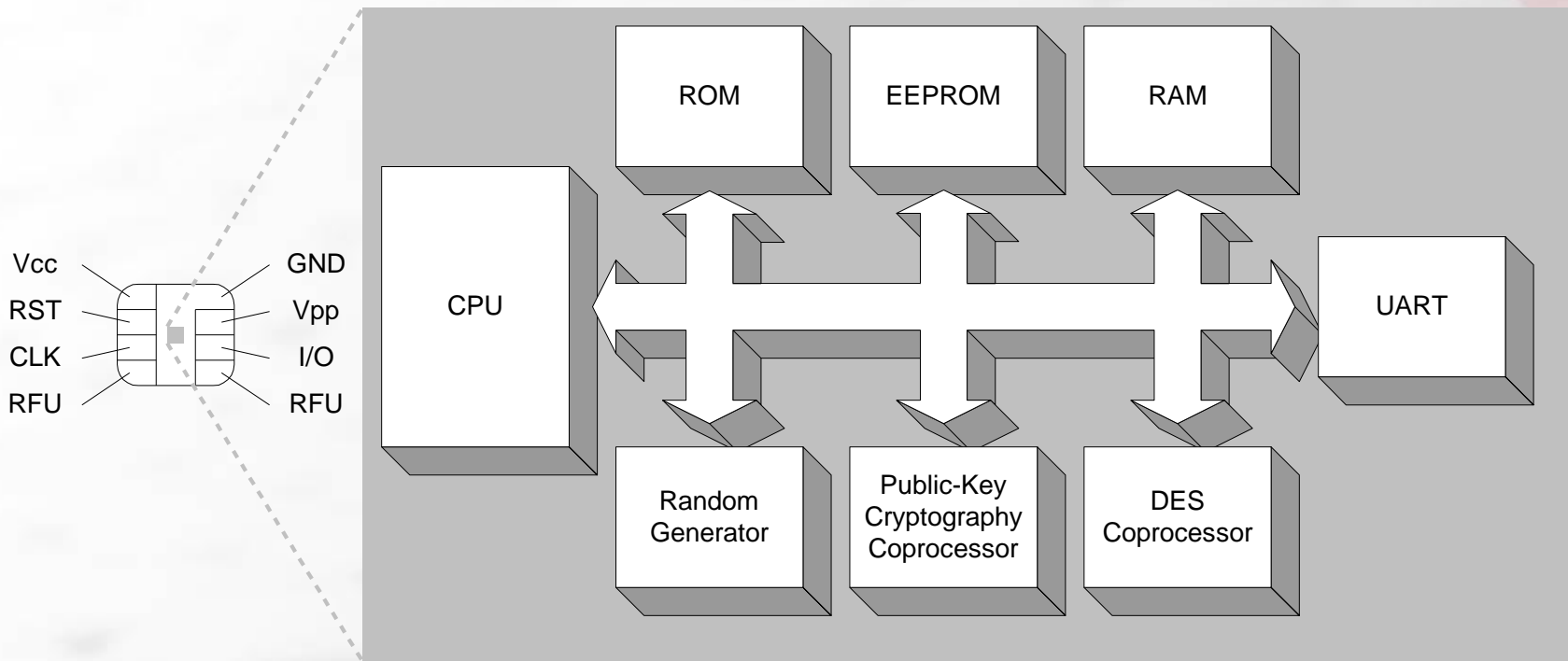
Material	Advantage	Disadvantage	Usage
<b>PVC</b>	- Allows metallic color printing, hot stamping, embossing and adding magnetic stripe	- Cannot withstand high temperature (e.g. temperature inside a car), hence not suitable for parking & tolling applications	- Banking card - Loyalty card
<b>High temp. PVC</b>	- Can withstand high temperature		- GSM SIM card ( <i>requires the card to be able to withstand up to 85°C</i> )
<b>ABS</b>	- Commonly used for GSM SIM cards & telephone prepaid cards.	- Cannot allow addition of magnetic stripe, hot stamping, metallic color printing and embossing	- GSM SIM card - Telephone prepaid card
<b>PET</b>	- Can withstand high temperature	- More expensive than PVC (about \$0.05 to \$0.10)	- Parking and tolling card, National ID card, Passport, Driver's license
<b>PC</b>	- Can withstand high temperature - Highly durable and light weight - Stronger than PVC cards	- Expensive	- National ID card, Passport, Driver's license

# Memory Card Security Architecture





# CPU Card Architecture







# Smart Card Memory Capacity

- ❑ Memory size is described in bits / bytes
- ❑ Memory size refers to the application memory
  - **EEPROM** - erasable, if authorized
- ❑ Memory card storage: 104 bits to 16 Kbits
- ❑ CPU card - 8bits/16 bits, 8051 or 6805 core
  - **ROM** - 6Kbytes to a few hundred Kbytes
  - **RAM** - 100 bytes to a few Kbytes
  - **EEPROM** - 512 bytes to 1 Mbyte
  - **Flash CPU card is also available**

# Smart Card Standard – ISO 7816

- ❑ **Part 1: Physical Characteristics**
- ❑ **Part 2: Dimensions & Locations of Contacts**
- ❑ **Part 3: Electronic Signals & Transmission Protocol**
- ❑ **Part 4: Inter-industry Command for Interchange**
- ❑ Part 5: Numbering System & Registration Procedure for Application Identifiers
- ❑ Part 6: Inter-industry Data Elements
- ❑ Part 7: Inter-industry Structured Card SQL
- ❑ Part 8: Security Related Security Commands

# Smart Card Standard – ISO 7816

- ❑ Part 9: Additional Inter-industry Commands & Security Attributes
- ❑ Part 10: Electronic Signals & ATR for Synchronous Card
- ❑ Part 11: Personal Verification through Biometrics Method
- ❑ Part 12: USB Electrical Interface and Operating Procedure
- ❑ Part 13: Cards for Application Management in a multi-application environment
- ❑ Part 15: Cryptographic Information Application



# ISO-7816 Part 1: Physical Characteristics

- ❑ UV light
- ❑ X-ray
- ❑ Contacts Surface Profile
- ❑ ESD
- ❑ Torsion
- ❑ Heat dissipation
- ❑ Bending
- ❑ Mechanical strength of card, contacts
- ❑ EMI

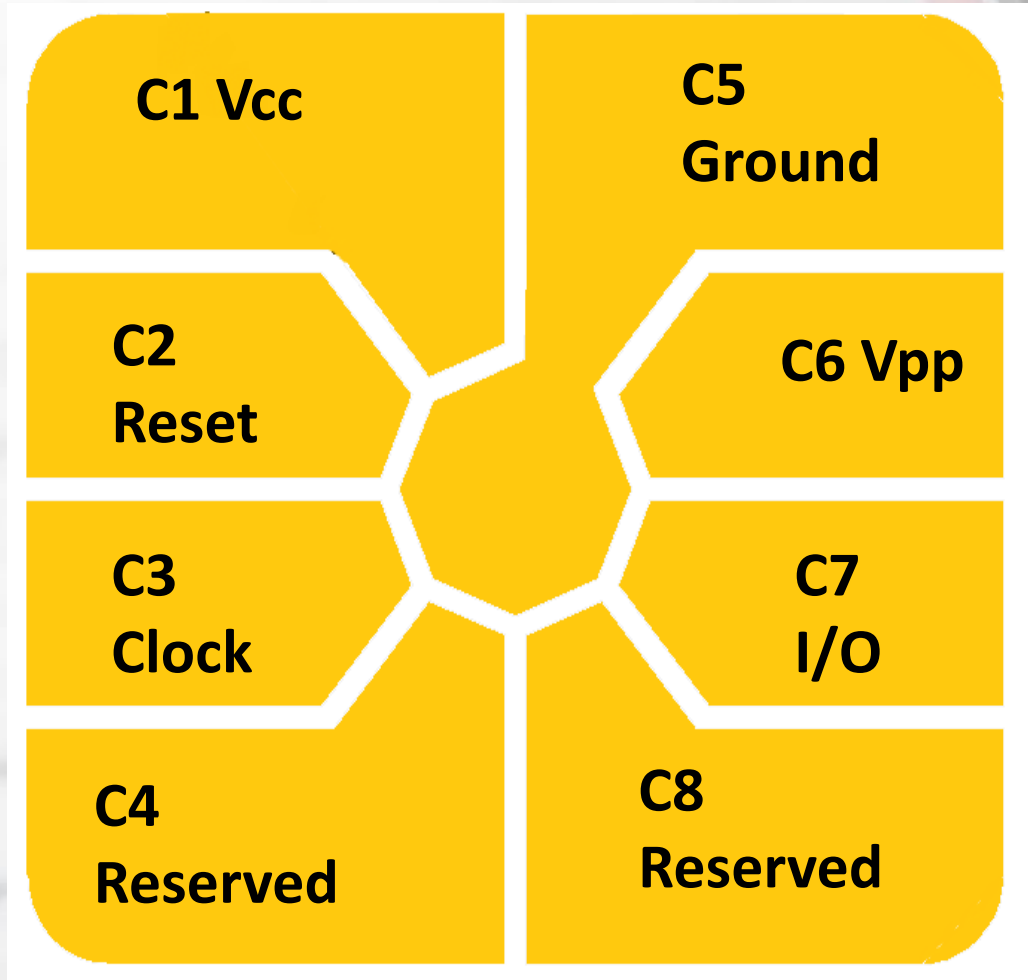


# ISO-7816 Part 2

**Class A = 5V**

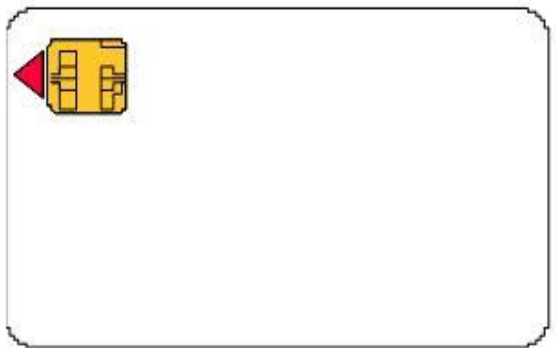
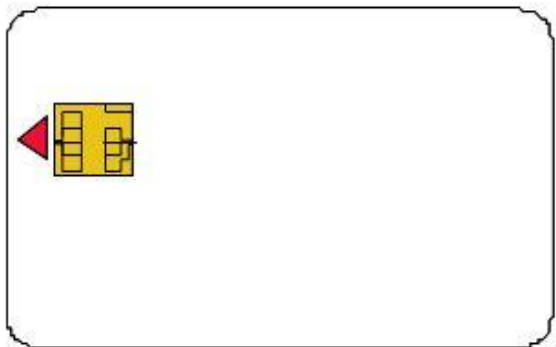
**Class B = 3V**

**Class C = 1.8V**

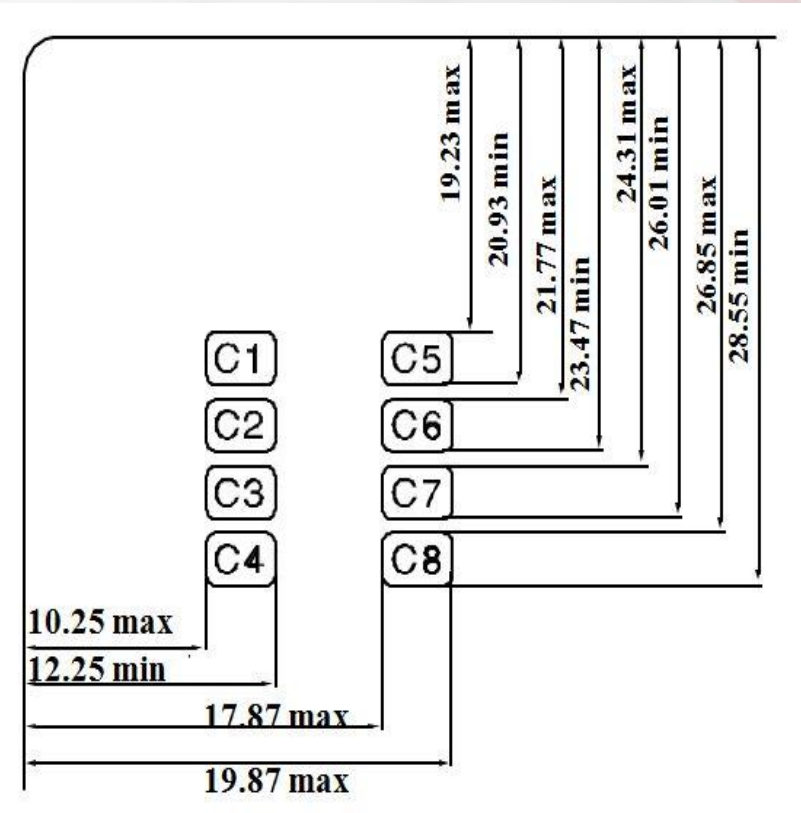


# ISO-7816 Part 2: Location & Assignment of Contacts

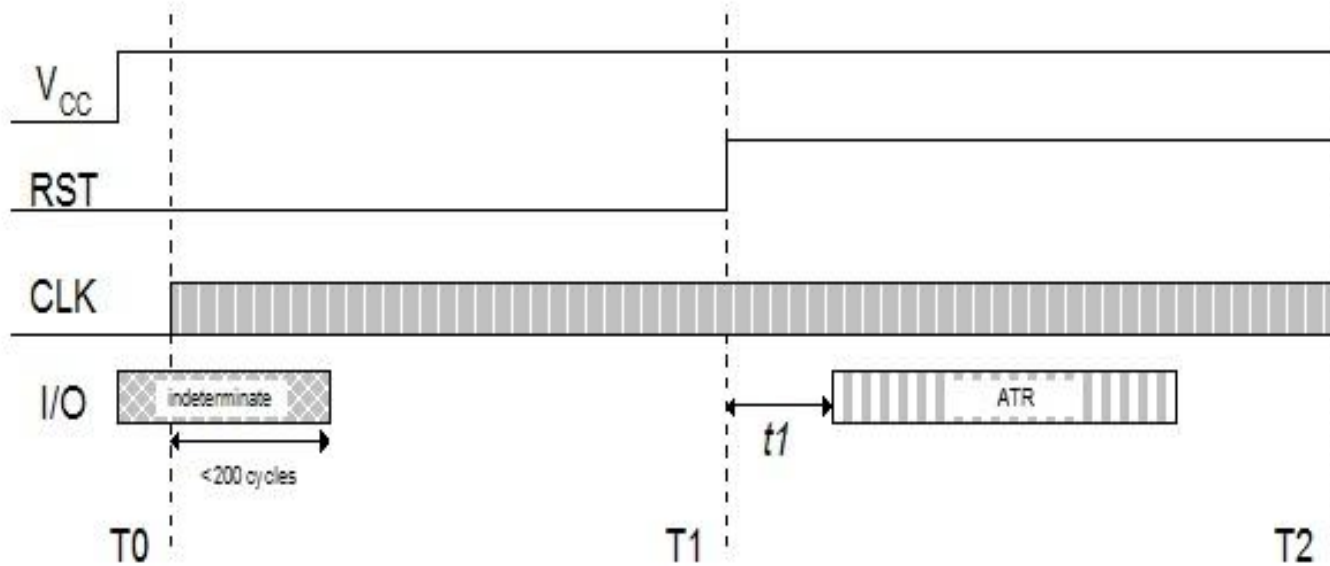
## ISO POSITION



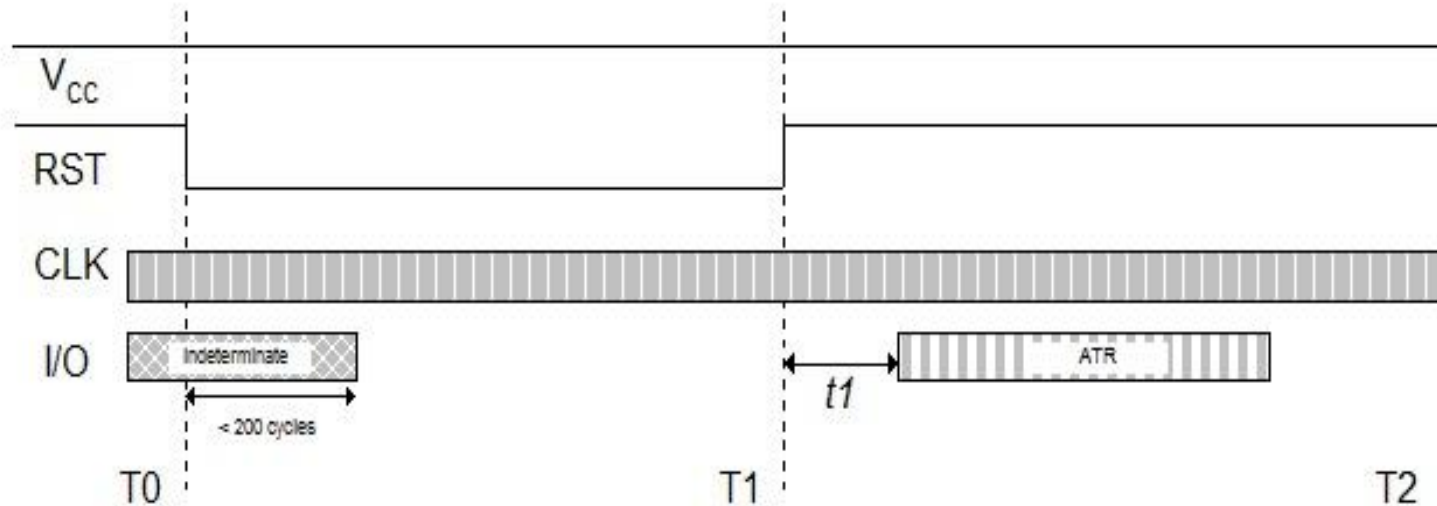
## AFNOR POSITION



# ISO-7816 Part 3: Cold Reset



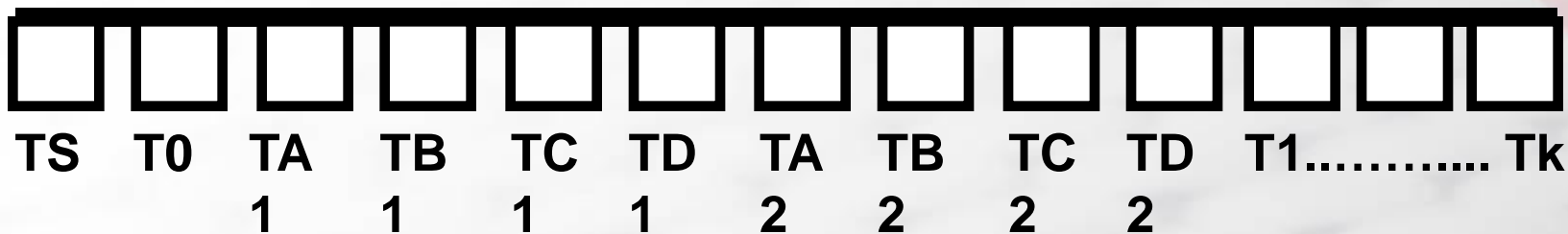
# ISO-7816 Part 3: Warm Reset







# ISO-7816 Part 3: Answer to Reset



**TS = Initial Character**

**T0 = Format Character Y1,K**

**TA1 = FI,DI**

**TB1 = II,PI1**

**TC1 = N**

**TD1 = Y2, T**

**TA2 = Specific Mode**

**TB2 = PI2**

**TC2 = Specific**

**TD2 = Y3, T**

**TD2 = Y3,T**

**T1..Tk = Historical Characters**

# ISO-7816 Part 3

## □ T=1(Block Protocol)

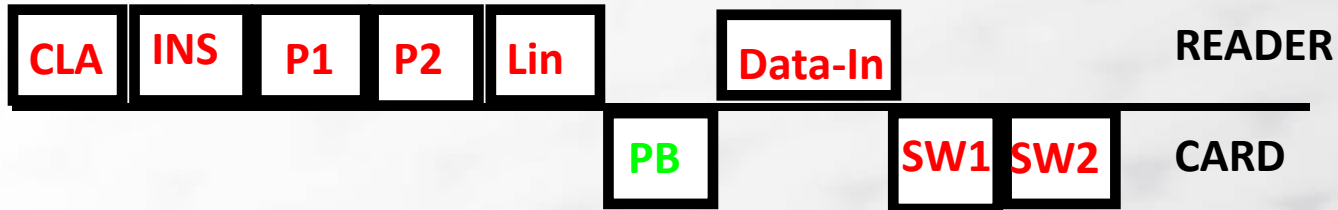
- $TB_i(i>2)$  BWI,CWI
- BWI = Block Waiting Integer
- CWI = Character Waiting Integer

## □ T=15 (Additional Global Interface Bytes)

- $TA_i(i>2) = SI,CI$
- SI = Sleep Mode Indicator
- CI = Class A (5V), Class B (3V), Class AB

# ISO-7816 Part 3: T=0 TPDU

## ISO-IN Command



## ISO-OUT Command

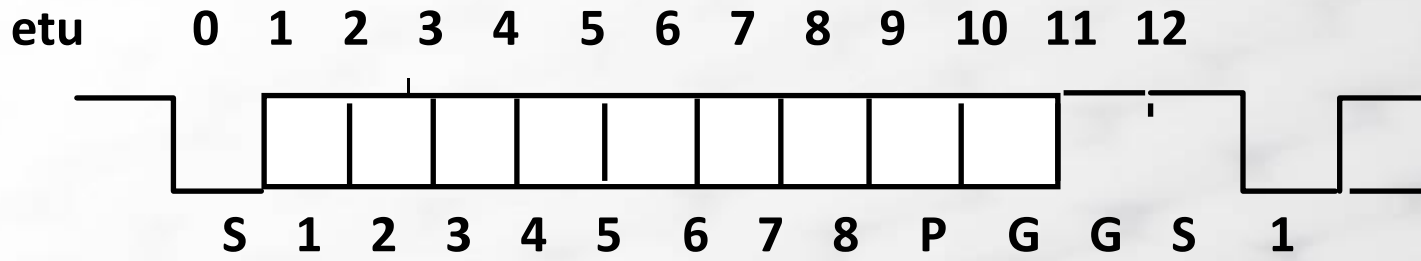


**PB = INS** : Send me next byte

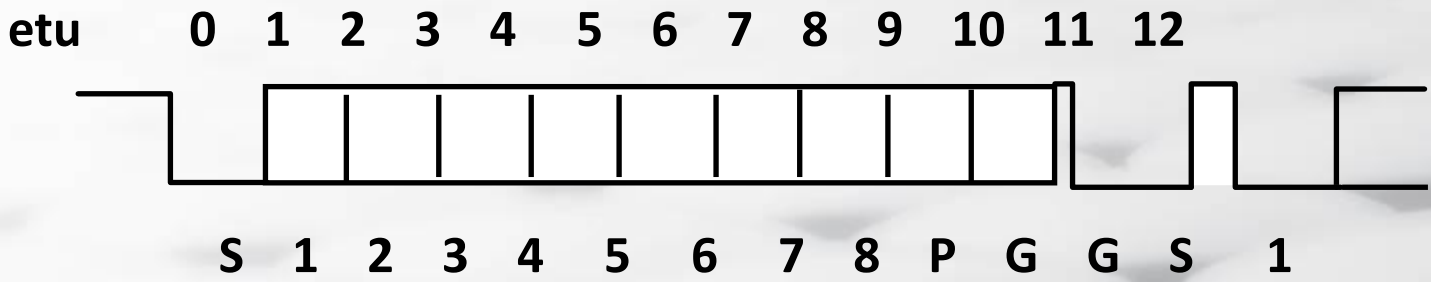
**PB = INS** : Send me all bytes

# ISO-7816 Part 3: Transmitting a Byte

## No transmission error



## Transmission error





# ISO-7816 Part 3: T=1 TPDU

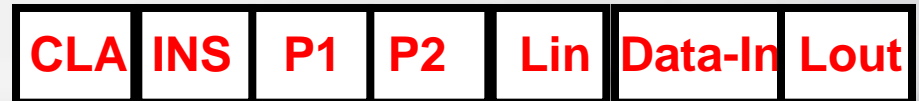
**ISO-IN Command**



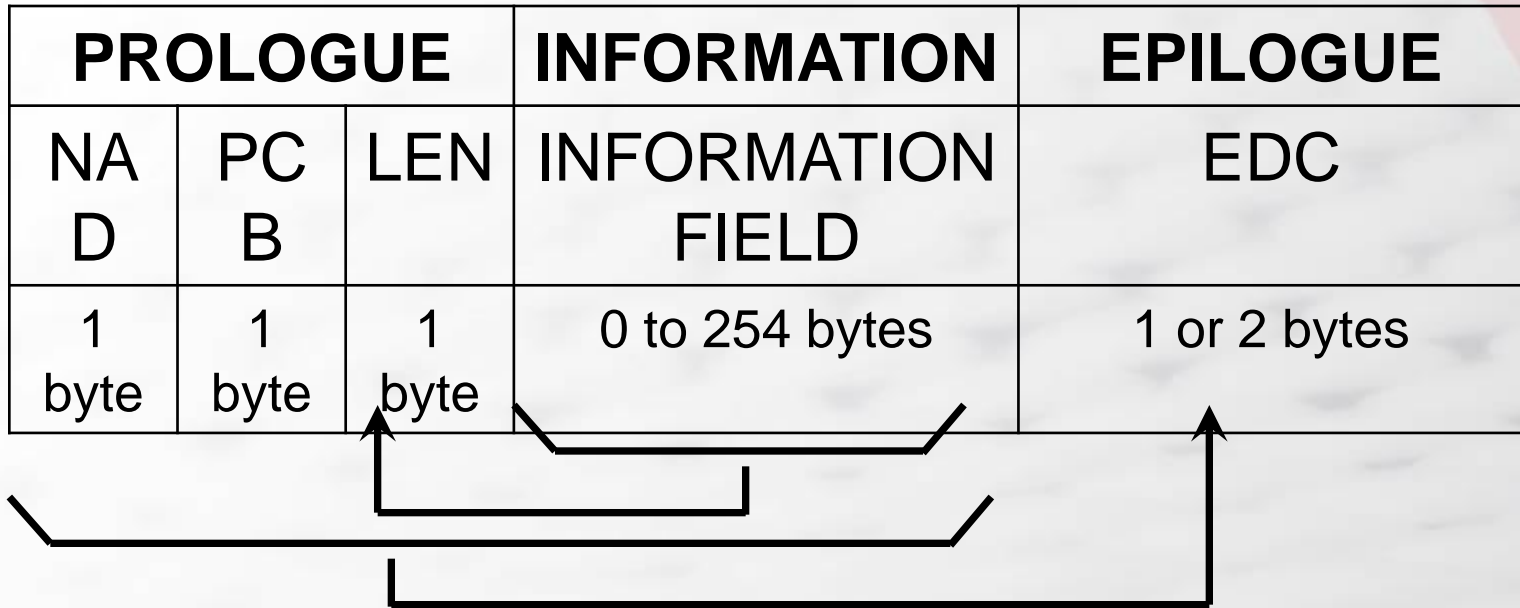
**ISO-OUT Command**



**ISO-IN & OUT Command**



# ISO-7816 Part 3: T=1 TPDU Frame



**PCB conveys the type of frame**

**I-BLOCK (Information Block)**

**R-BLOCK (Receive Ready Block)**

**S-BLOCK (Supervisory Block)**



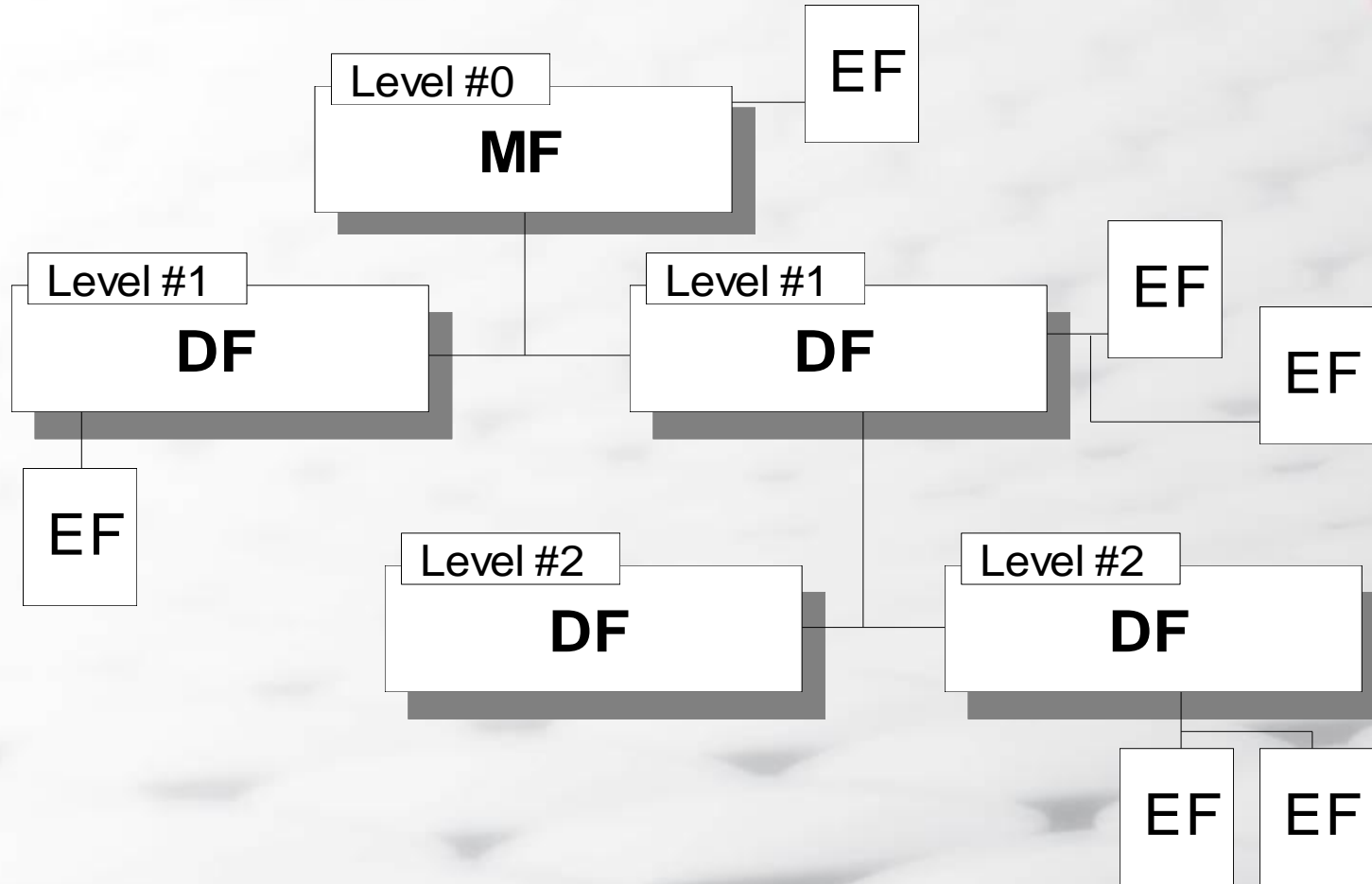
# ISO-7816 Part 4: APDU FORMAT

## Case Command Response

Case	Command	Response	APDU Format
1	data	data	CLA INS P1 P2
	no data	no data	
2	no data	data	CLA INS P1 P2 Lout
3	data	no data	CLA INS P1 P2 Lin Data-In
4	data	data	CLA INS P1 P2 Lin Data-In Lout



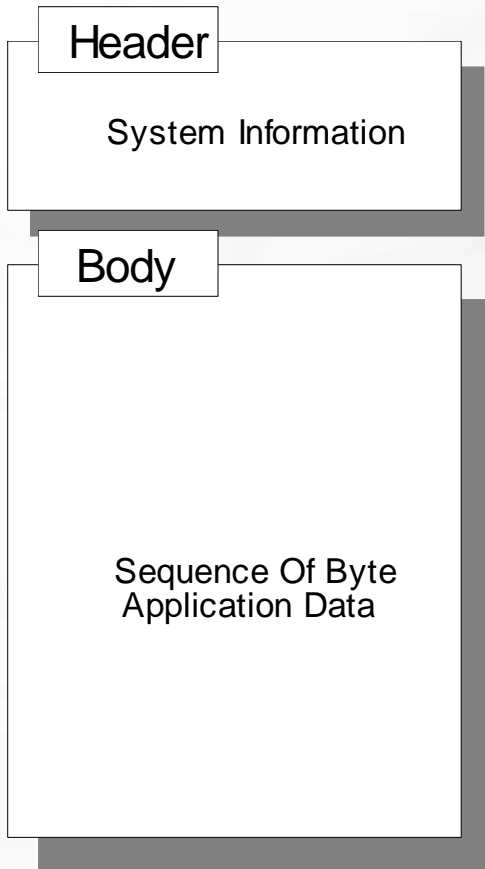
# ISO-7816 Part 4: File Organization



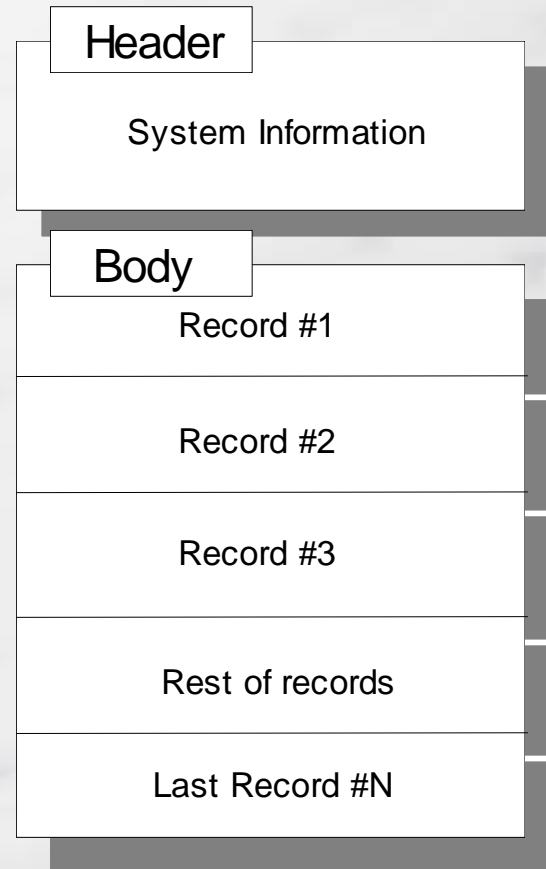




# ISO-7816 Part 4: File Structures



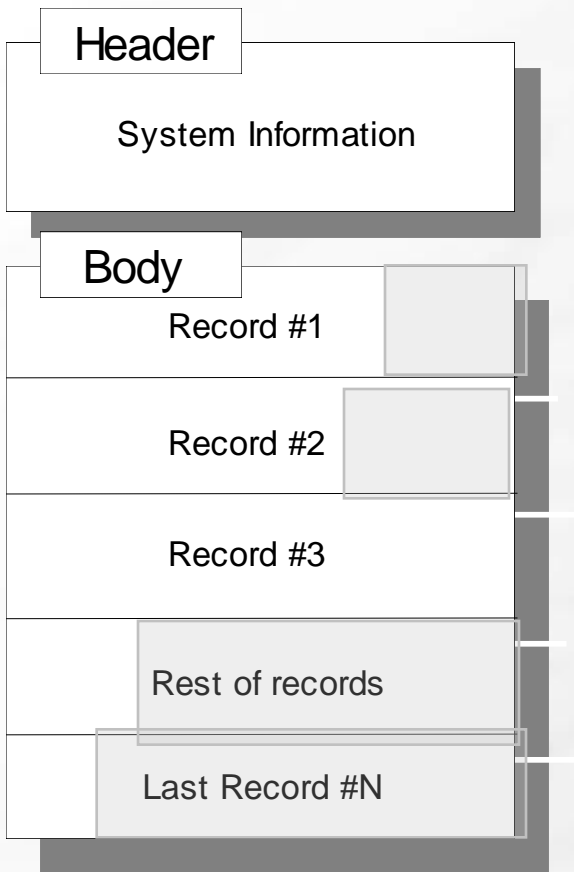
**TRANSPARENT FILE**



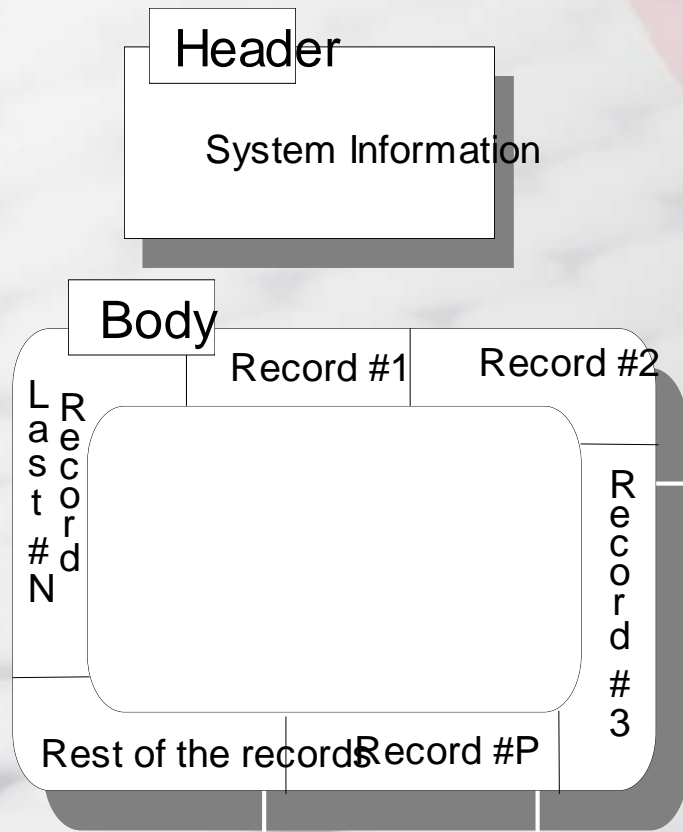
**LINEAR FIXED FILE**



# ISO-7816 Part 4: File Structures



**LINEAR VARIABLE FILE**



**CYCLIC FILE**

# ISO-7816 Part 4: Inter-industry Commands

- ❑ ERASE BINARY
- ❑ VERIFY
- ❑ MANAGE CHANNEL
- ❑ EXTERNAL AUTHENTICATE
- ❑ READ RECORD(S)
- ❑ READ BINARY
- ❑ SELECT FILE
- ❑ INTERNAL AUTHENTICATE
- ❑ GET CHALLENGE
- ❑ GET RESPONSE
- ❑ ENVELOPE
- ❑ GET DATA
- ❑ WRITE BINARY
- ❑ WRITE RECORD
- ❑ UPDATE BINARY
- ❑ PUT DATA
- ❑ UPDATE RECORD
- ❑ APPEND RECORD

**And many more commands with the new ISO-7816 part 4!!!**



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# Contactless Technology



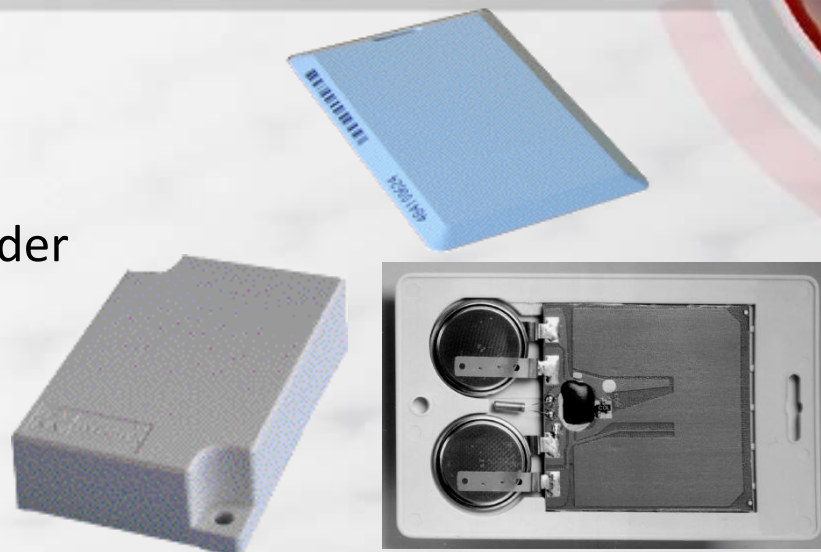
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# Types Of RFID

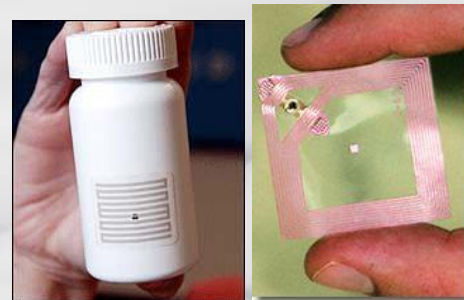
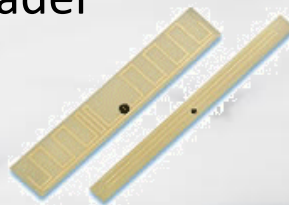
## ❑ Active Tag

- On-board power source
- Requires less power from the reader
- Longer read/write range
- Limited operating life
- More expensive



## ❑ Passive Tag

- Obtains operating power from the reader
- Higher-powered reader
- Shorter read range
- Unlimited life time
- Smaller, lighter, and less expensive

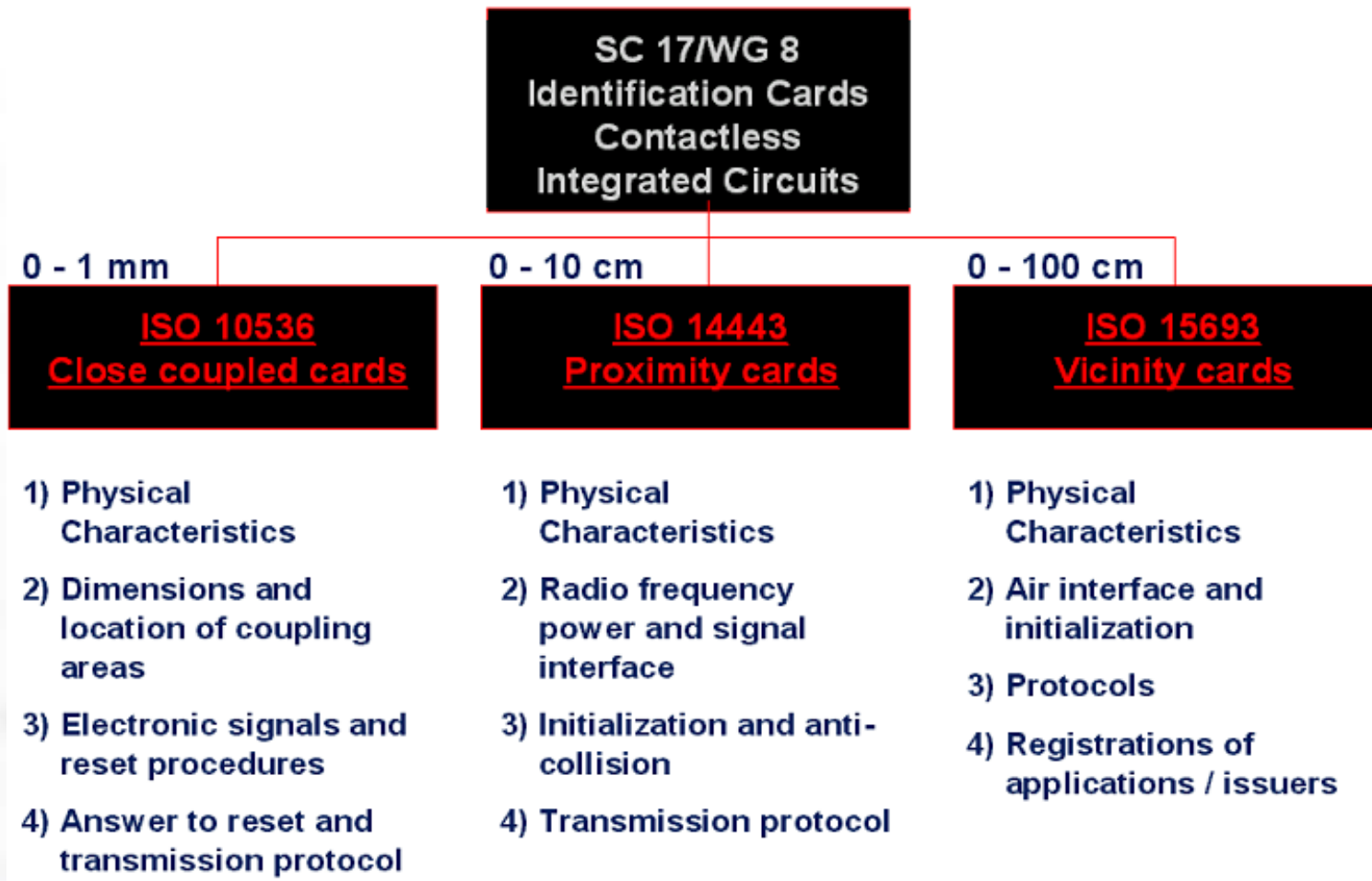




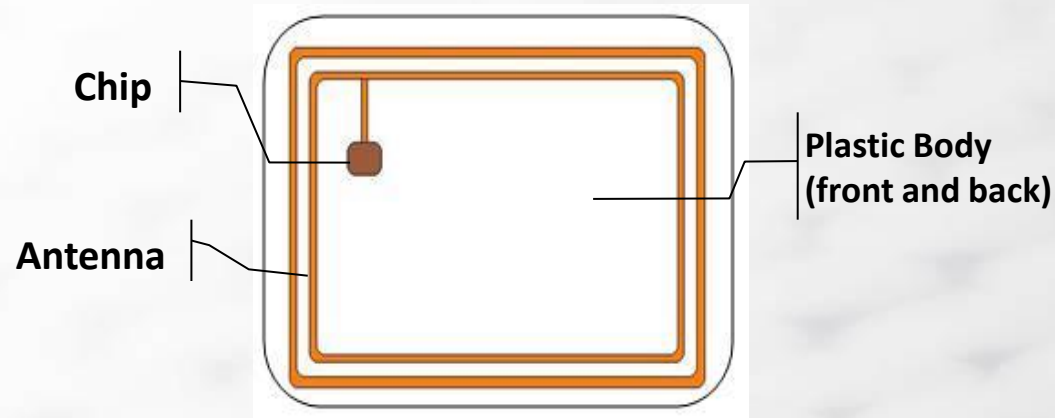
# RFID Operating Frequencies

Frequency Band	Characteristics	Typical Applications
Low: 100-500 kHz 125kHz : Low Frequency	<ul style="list-style-type: none"><li>➤ Short to medium read range</li><li>➤ Inexpensive</li><li>➤ low reading speed</li></ul>	<ul style="list-style-type: none"><li>➤ Access control</li><li>➤ Animal identification</li><li>➤ Inventory control</li><li>➤ Car immobilizer</li></ul>
Intermediate: 10-15 MHz 13.56MHz: High Frequency	<ul style="list-style-type: none"><li>➤ Short to medium read range</li><li>➤ potentially inexpensive</li><li>➤ medium reading speed</li></ul>	<ul style="list-style-type: none"><li>➤ Access control</li><li>➤ Smart cards</li></ul>
High: 850-950 MHz (UHF) 2.4-5.8 GHz (SHF)	<ul style="list-style-type: none"><li>➤ Long read range</li><li>➤ High reading speed</li><li>➤ Line of sight required</li><li>➤ Expensive</li></ul>	<ul style="list-style-type: none"><li>➤ Railroad car monitoring</li><li>➤ Toll collection systems</li></ul>

# ISO Standards of RFID in 13.56 MHz



# Components of a Contactless Smart Card

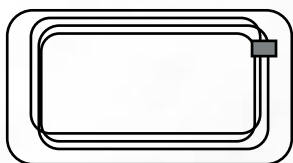


- A contactless smart card comprises of 3 parts
  - Chip
  - Antenna
  - Plastic body (front and back)



# Types of Contactless Cards

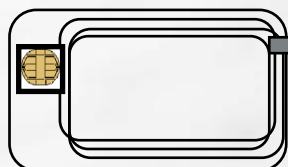
## Contactless Card



Memory or  $\mu$ processor chip connected to an antenna. Antenna and module embedded into the plastic card body.

Low cost solution  
Full contactless

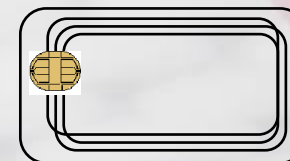
## Hybrid Card



Contactless card with an added contact chip. There is no link between the 2 chips.

Fast time to market  
High price

## Combi Card

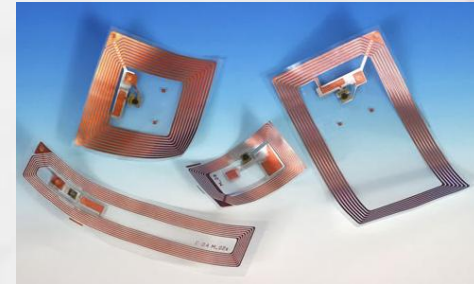


Microprocessor chip with the **2 interfaces**. Single OS managing transactions in both modes.

One single chip  
Applications and data sharing between contact & contactless



# Different Forms of RFID Tags

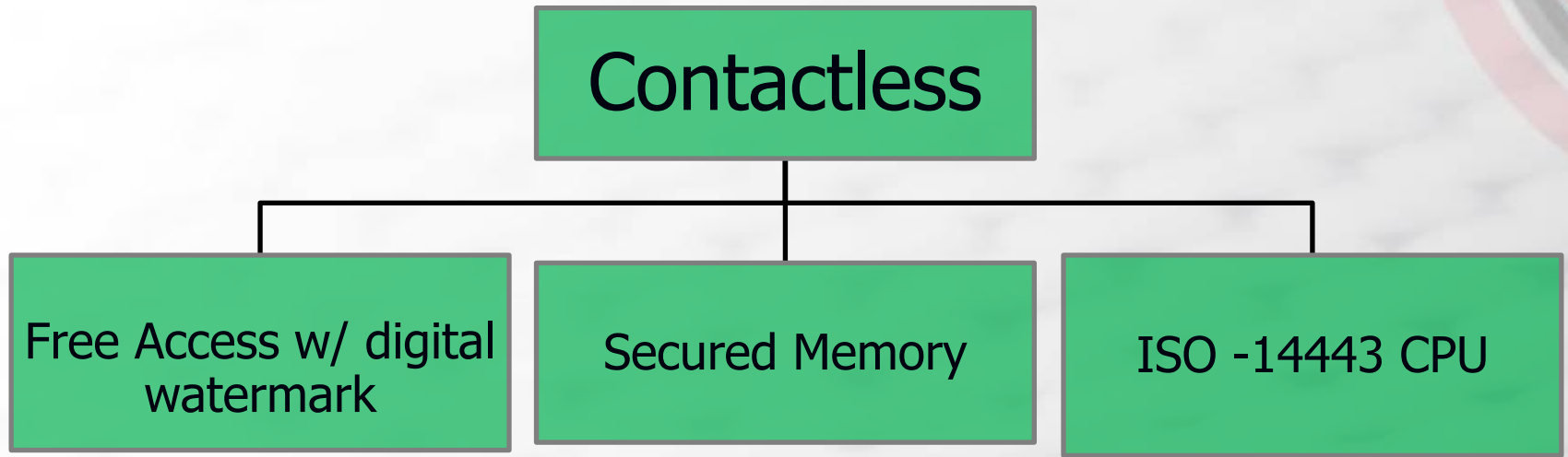


# Contactless for Security Applications

- ❑ **Contactless Memory - Mifare**
  - NXP, Infineon, Atmel
  - Prepaid, transportation, physical access
- ❑ **Contactless CPU Card - Readily available types**
  - Desfire (for e-purse )
- ❑ **Contactless CPU – National standard**
  - China transportation
  - Singapore CEPAS e-purse
- ❑ **Contactless CPU – Application standard**
  - EMV – Paypass, Visa-wave
  - ICAO Biometrics Passport



# Types of Contactless Cards



- MiFare Ultralight
- ISO -15693 I-code

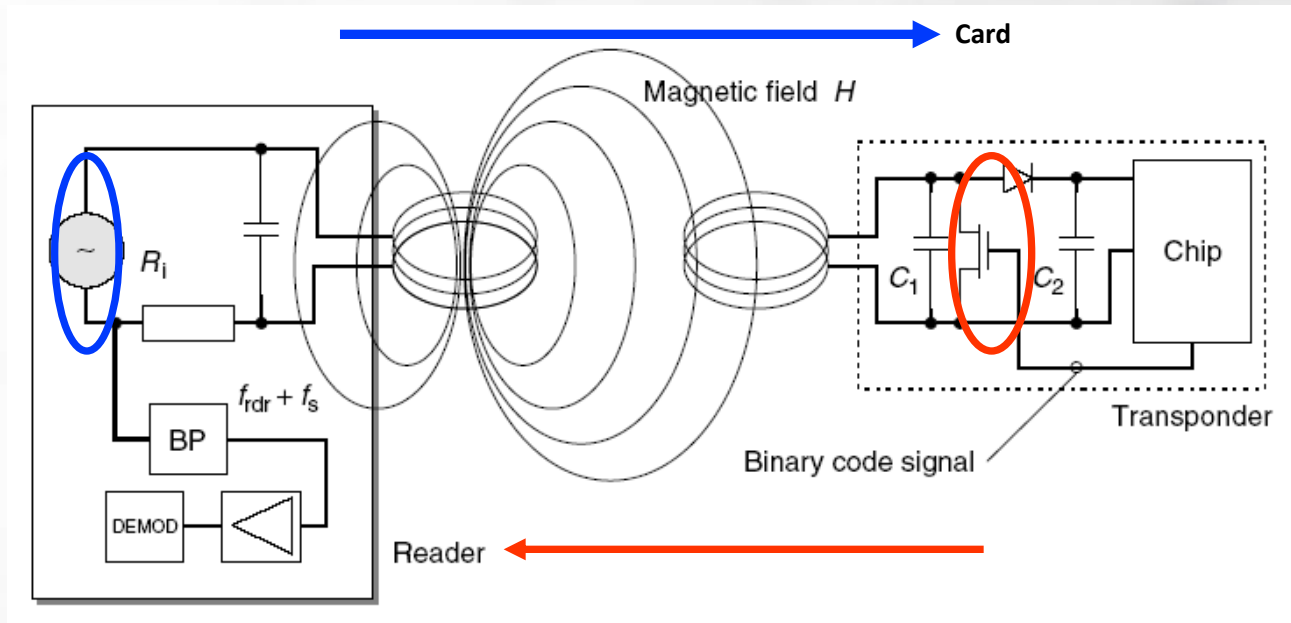
- Mifare Classics

- DESFire
- Paypass
- Visa-wave
- ICAO passport

# How Tag is Powered & How it Communicates

## Inductive Coupling

### ASK (Amplified Shifted Keying)



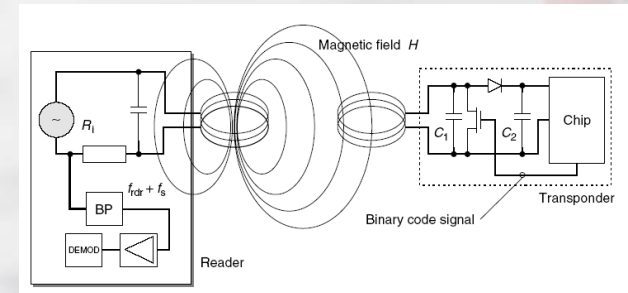
### Card Reader: Load Modulation

# ISO 14443 Part 1:Physical Characteristics

- ❑ This standard defines
  - Card dimensions (refer to ISO 7810 for ID-1 cards)
  - Surface quality for printing
  - Mechanical resistance
  - UV and X-ray resistance
  - Sensitivity to surrounding magnetic fields
- ❑ The standard introduces the specific terms:
  - PICC: Proximity Integrated Circuit Card
  - PCD: Proximity Coupling Device (the card reader or terminal)

# ISO 14443 Part 2: RF Power & Signal Interface

- This standard defines:
  - ▣ Characteristics of power transfer (inductive coupling & communication between PICC & PCD at 13.56 MHz)
  
- It has 2 different types:
  - ▣ Type A Card
    - 100% modulation ASK
  - ▣ Type B Card
    - 10% modulation ASK



# ISO 14443 Part 3: Initialization & Anti-collision

- ❑ This standard defines :
  - Poll for PICCs entering the field of a PCD
  - Format, command frames and timing
  - Request(REQ) and Answer To Request(ATQ) commands
  - Anti-collision methods for A & B cards:
    - ❑ Detects & communicates with 1 out of n cards
    - ❑ Relies on a unique ID per card
- ❑ It has 2 different types:
  - Type A: Binary search referring to the card UID
  - Type B: Slotted Aloha method



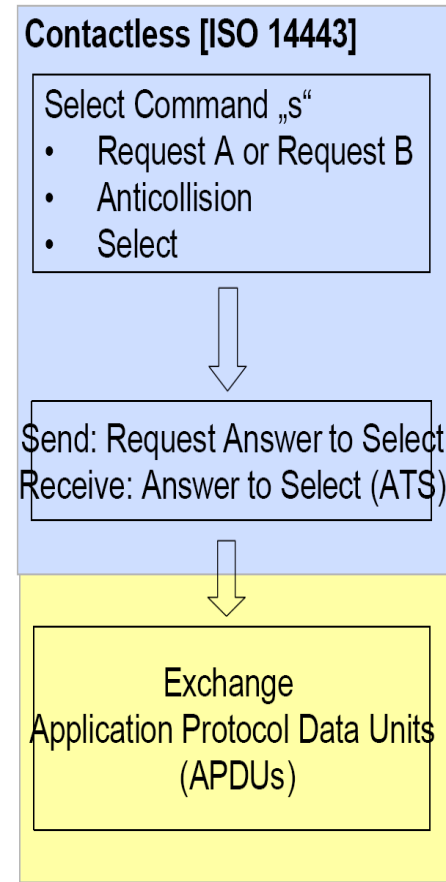
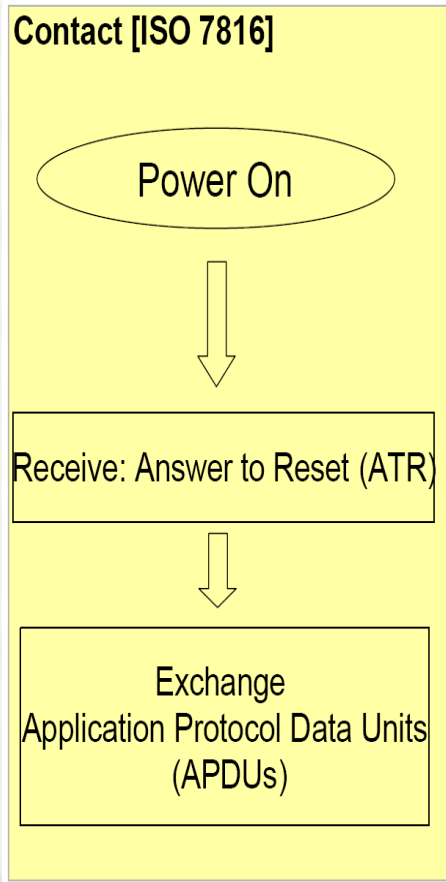


# ISO 14443 Part 4: Transmission Protocol

- This standard defines:
  - A half duplex block transmission protocol, T=CL
  - Similar to T=1
  - Independent of lower layers

# ISO-7816 vs ISO-14443

	7816-4 Interindustry commands for interchange	
Protocol definition	7816-3 Protocol type T=0 and protocol type T=1	14443-4 Transmission protocol T=CL
Card activation	Operating procedure	14443-3 A/B Initialization and anticollision
Electrical characteristics	Electrical characteristics	14443-2 A/B Radio frequency power and signal interface
Dimensions and location of the contacts	7816-2 Dimensions and location of the contacts	N.A.  A minimum coupling area is defined
Physical characteristics	7816-1 Physical characteristics	14443-1 Physical characteristics





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# NFC Technology

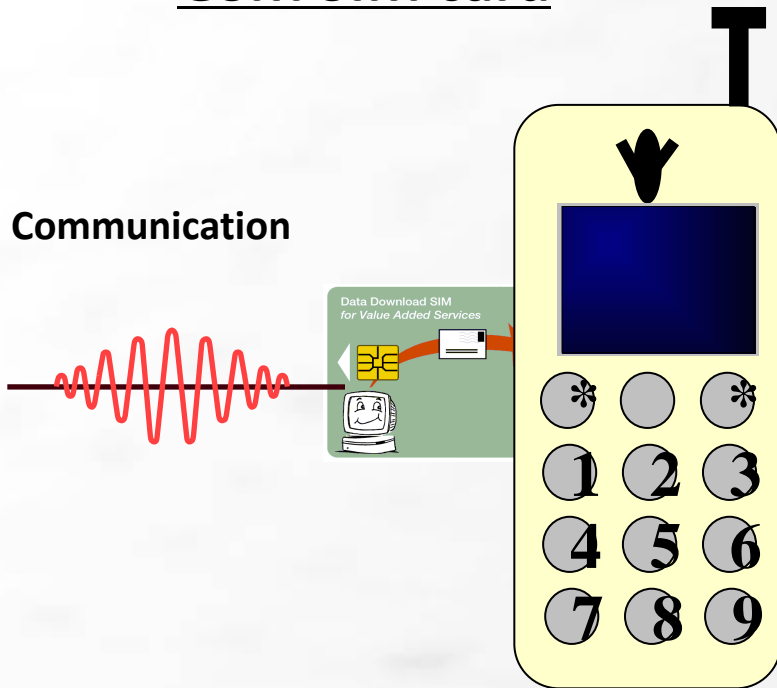


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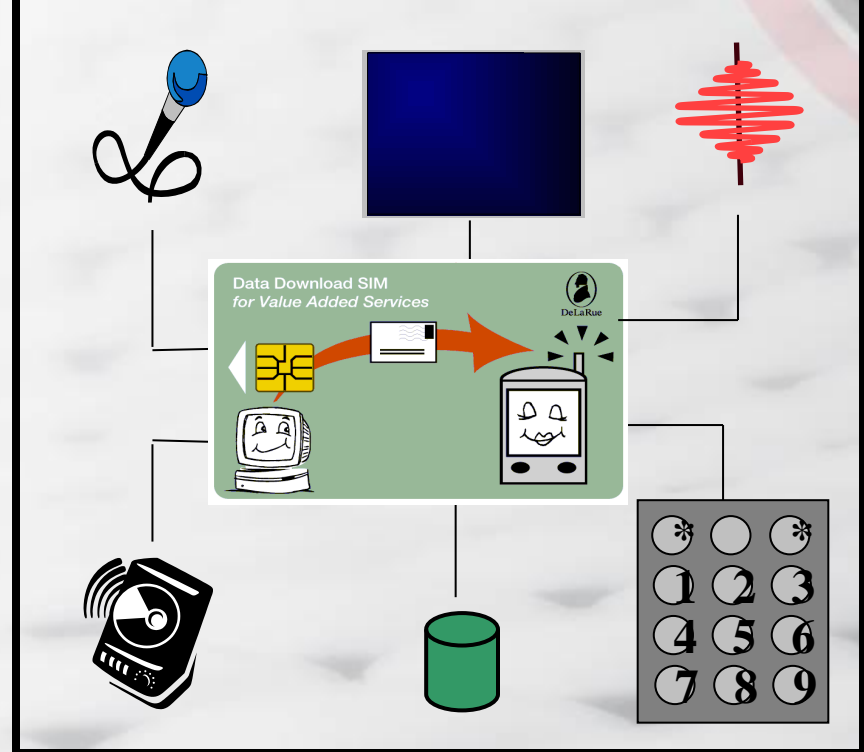


# What is NFC?

## GSM SIM card



## NFC-based GSM SIM card



\*Note: NFC application can be in the SIM or in the phone with a Java Smart Card chip in the handset.

# NFC Handset Architecture

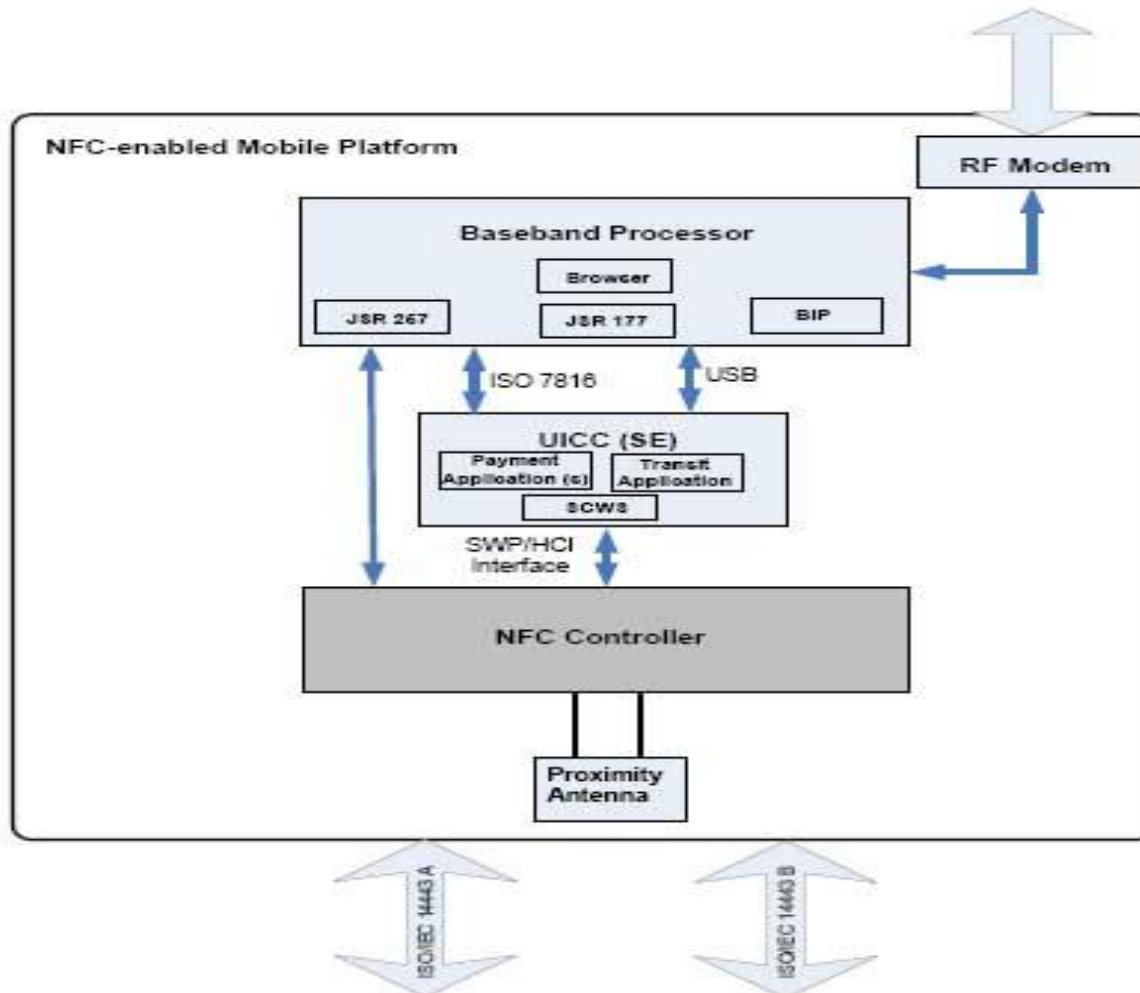
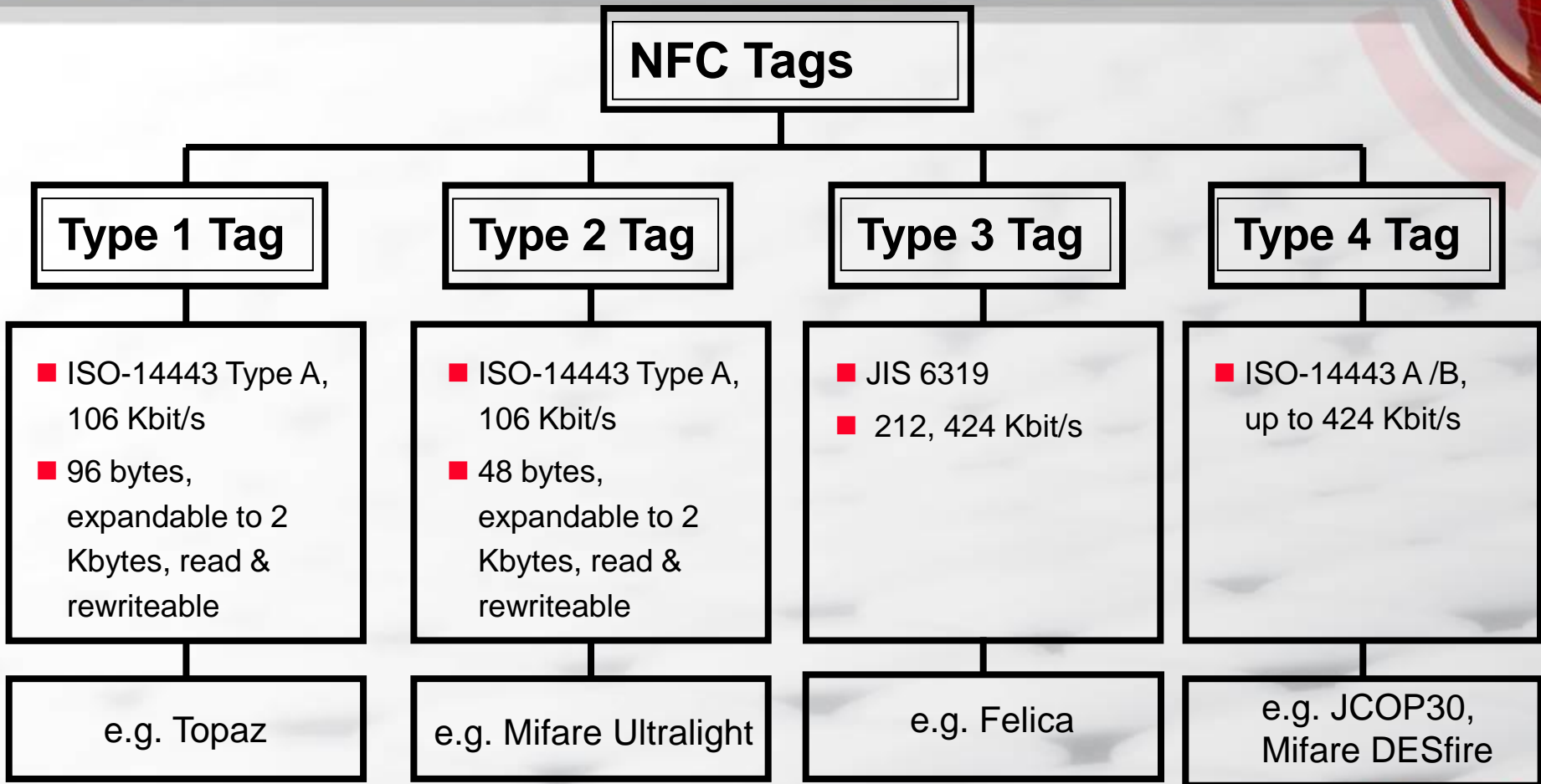


Figure 3-1: NFC Handset Functional Architecture.

# What are NFC Tags?





# Typical NFC Applications

- ❑ **Contactless card and Personal contactless terminal**
  - Automatic Fare Collection
  - Loyalty
  - Credit Card
- ❑ **Smart Poster**
- ❑ **Blue-tooth pairing**



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# Secured Smart Card Printing



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# Secure Printing

- Main Goal of Secure/Security Printing
  - Prevent forgery or counterfeiting
- Typical Application
  - National ID cards, Passport, Banking cards
- Typical Examples
  - UV Printing
  - Microtext
  - Guilloche
  - Multiple laser image (MLI)
  - Watermark
  - Hologram, etc...





# Secure Printing

The image shows a Hong Kong Permanent Identity Card with several security features highlighted by callouts:

- Optical variable ink viewed at different angles:** Callout showing the name 'LEE, Ch' appearing differently when viewed from various angles.
- Guilloche:** Callout showing a complex, woven pattern.
- Microprinting:** Callout showing tiny text 'HONG KONG IDENTITY CARD' repeated.
- Softened photo area:** Callout showing a blurred, soft-focus version of the cardholder's photo.
- Kineprint viewed at different angles:** Callout showing a 3D effect of the cardholder's photo when viewed from different angles.

The card itself contains the following information:

香港永久性居民身份證  
HONG KONG PERMANENT IDENTITY CARD

李智能  
LEE, Chi Nan

2621 2535 5174

出生日期 Date of Birth  
01-01-1968 女 F

\*\*\*AZ

簽發日期 Date of Issue  
(01-79)  
15-09-03

C668668(E)



# Secure Printing

**Smart ID**  
智能ID

適用於十八歲或以上的人士  
FOR A PERSON OF THE AGE OF 18 OR OVER

本證持有人擁有香港居留權  
The holder of this card has the right of abode in Hong Kong

在紫外光燈下  
Under UV light

彩虹印刷  
Rainbow printing

浮雕  
Relief

從不同角度看的多重激光影像  
Multiple laser image viewed at different angles

縮微文字印刷  
Microprinting

香港特別行政區政府  
入境事務處  
Immigration Department  
The Government of the Hong Kong  
Special Administrative Region

(Source: HK Immigration Department)





# Secure Printing (more examples)



Microtext





# Secure Printing (more examples)

UV Printing



# Secure Printing (more examples)



Watermark



# Glossary for Secure Printing

- ❑ **Guilloche:** printed security lines- the layout of intersections and geometry are unique. Guilloches are created from two or more indicated and overlapping lines.
- ❑ **Hologram:** a unique form of photographic printing that appears as flat optical image to the naked eye and provides a three-dimensional effect on a flat surface. Holograms cannot be easily copied and are used for security and aesthetic purposes on cards.
- ❑ **Microtext:** involves extremely small texts that are small enough to be indiscernible to the naked eye.
- ❑ **MLI(Multiple Laser Image):** image that can be viewed at different angles.
- ❑ **OVI (Optical Variable Ink):** a high security feature showing different colors as the angle of view changes.



# Glossary for Secure Printing

- ❑ **UV (Ultraviolet) Printing:** is invisible under regular illumination. By viewing the text/graphic under UV light, they become visible with a yellow colour.
- ❑ **Offset printing:** a method of printing that transfers the paint from the printing platform under pressure onto an intermediate elastic rubber surface, and then to the product surface.
- ❑ **CMYK (Cyan-Magenta-Yellow-Black):** a system of color separation for printing.

<http://www.smartcardalliance.org/pages/smart-cards-intro-glossary>



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# Why Use Smart Card Technology?



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# What Can Go Wrong with Existing Systems

- ❑ Magnetic ATM Card
  - Cloning of card at POS for fund transfer
  - Cloning of card by fake ATM
- ❑ Magnetic Credit Card
  - Card duplicated during usage
  - Fake card
  - Fake transaction



Installing a magnetic card reader attachment



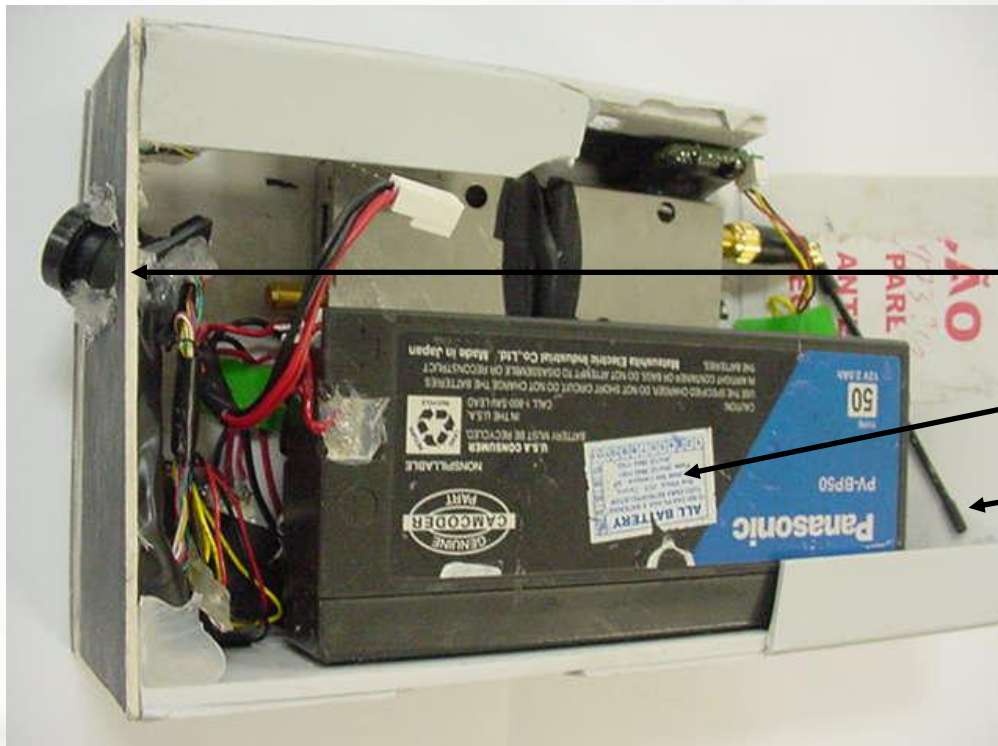
Magnetic reader attachment installed



RF transmission Camera  
to capture PIN entry



Transmission to a  
receiver 200 meters away



Camera

Battery

Antenna



# What Can Go Wrong with Existing Systems

- ❑ Magnetic Payphone Card
  - Buying 5 fake cards for the price of one authentic card
  - Tampering with the value
  - Frequent cleaning of read/write head
  - Local power supply required
  
- ❑ Mobile Phone System
  - Eavesdropping on conversation
  - Cloning of mobile phone during usage or repair



# What Can Go Wrong with Existing Systems

- ❑ Pay TV
  - Cloning of decoder after establishing customer base
  
- ❑ Logon to Computer System
  - Unauthorized access to computer network





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# Smart Card Security Features



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# Smart Card Security Capabilities

- ❑ Card Authentication
- ❑ Terminal Authentication
- ❑ Cardholder Authentication
- ❑ Transaction Certification
- ❑ Data Confidentiality



# Card Authentication

- ❑ The terminal ensures that the card is authentic before continuing with the transaction.
- ❑ The issuer loads into each card & terminal a secret key before issuance.
- ❑ The card must prove to the terminal that the card knows the secret key.
- ❑ The card must not expose the secret key during the authentication process.
- ❑ Since the card knows the secret key, it must be an authentic card.

# Terminal Authentication

- ❑ The card ensures that the terminal trying to access the card is a genuine terminal.
- ❑ The issuer loads into each card & each terminal a secret key before issuance.
- ❑ A genuine terminal must be able to prove that it knows the secret key by presenting the secret key to the card.
- ❑ Since the terminal can prove its authenticity, the card grants the terminal the required access rights.



# Card Holder Authentication

- ❑ The card ensures that only the genuine cardholder can use the card.
- ❑ The issuer loads into each card a cardholder PIN.
- ❑ The cardholder must prove to the card that he knows the PIN.
- ❑ The card grants the cardholder the required access rights since the cardholder is able to present the correct PIN.
- ❑ The card can automatically block successive wrong PIN presentation
- ❑ Incorporating biometrics (thumb print, retina/vein pattern, voice, signature dynamics) is also possible.



# Transaction Certification

- ❑ The issuer loads a unique certification key into the card before issuance.
- ❑ The terminal sends transaction into the card after successful card, terminal and card-holder authentication.
- ❑ The card generates an electronic signature of the transaction with the certification key.
- ❑ The fact that the signature is verified to be correct indicates that the transaction actually took place.
- ❑ The transaction certificate can be used for non-repudiation and data integrity.



# Data Confidentiality

- ❑ The issuer loads a unique encryption key into each card before issuance.
- ❑ This key is used to encrypt the data between the terminal and the remote host.

# Conclusion

- ❑ The smart card is only one component in a smart card based system implementation.
- ❑ **What you want is a solution.**
- ❑ Using a smart card does not automatically imply security; the system design, together with the smart card, is what makes for security.
- ❑ A smart card is not always the best solution if the smart card's capabilities are not fully utilized.





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# Smart Card Market



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# MCU Cards Shipment (Millions of Units)

	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Telecom</b>	1,050	1390	2,040	2,650	3,200	3,300
<b>Financial Services/ Retail/ Loyalty</b>	280	336	410	510	650	730
<b>Government/ Healthcare</b>	45	60	90	105	140	160
<b>Transport</b>	15	20	20	30	30	40
<b>Pay TV</b>	55	55	65	85	100	100
<b>Others (including Corp. ID</b>	24	27	30	65	65	70
<b>Total</b>	<b>1,469</b>	<b>1,888</b>	<b>2,665</b>	<b>3,445</b>	<b>4,185</b>	<b>4,400</b>

Source: Eurosmart (<http://www.eurosmart.com>)



# MCU Cards Shipment (Millions of Units)

	2004	2005	2006	2007	2008	2009
<b>Financial Services/ Retail/ Loyalty</b>	280	336	410	510	650	730
<b>Government/ Healthcare</b>	45	60	90	105	140	160
<b>Transport</b>	15	20	20	30	30	40
<b>Others (including Corp. ID)</b>	24	27	30	65	65	70
<b>Total</b>	<b>349</b>	<b>443</b>	<b>550</b>	<b>710</b>	<b>885</b>	<b>1,000</b>

Source: Eurosmart (<http://www.eurosmart.com>)



# Memory Card Shipment (Millions of Units)

	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Telecom</b>	710	580	480	440	380	300
<b>Financial Services/ Retail/ Loyalty</b>	35	30	30	30	30	30
<b>Government/ Healthcare</b>	20	25	250*	300*	250	170
<b>Transport</b>	60	73	140	160	160	160
<b>Others (including Corp. ID</b>	20	30	35	80	80	80
<b>Total</b>	<b>845</b>	<b>738</b>	<b>1,020</b>	<b>970</b>	<b>900</b>	<b>740</b>

\*included the Chinese ID at 200 Mu (2006), 250 Mu (2007)

Source: Eurosmart (<http://www.eurosmart.com>)



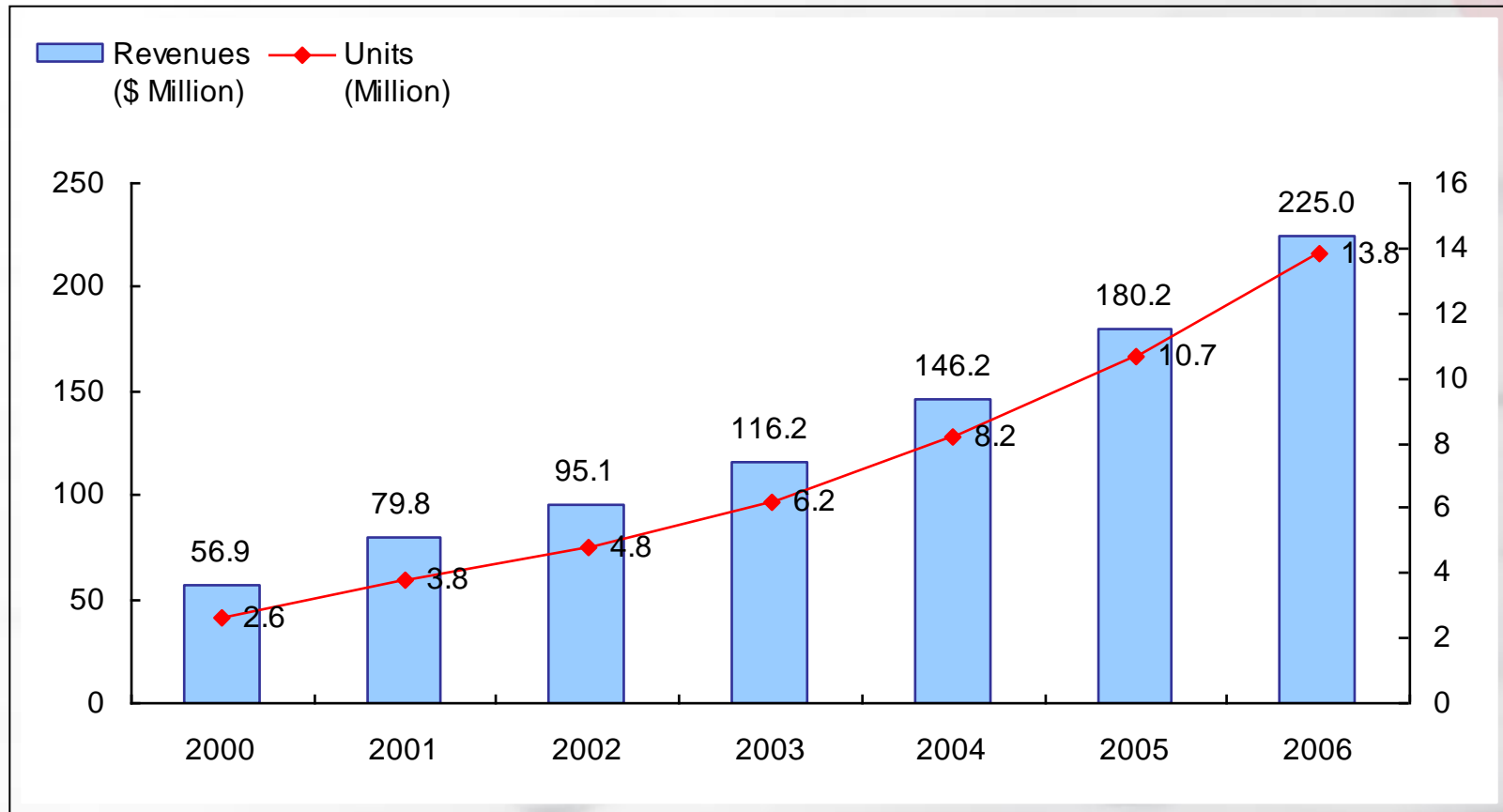
# Contactless Cards Shipment (Millions of Units)

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010 (Forecast)</b>
	<b>MCU</b>	<b>MCU</b>	<b>MCU</b>	<b>MCU</b>
<b>Financial Services/ Retail/ Loyalty</b>	60	100	110	140
<b>Government/ Healthcare</b>	50	60	75	90
<b>Transport</b>	30	30	40	50
<b>Others (including Corp. ID</b>	30	30	30	30
<b>Total</b>	<b>170</b>	<b>220</b>	<b>255</b>	<b>310</b>

Source: Eurosmart (<http://www.eurosmart.com>)



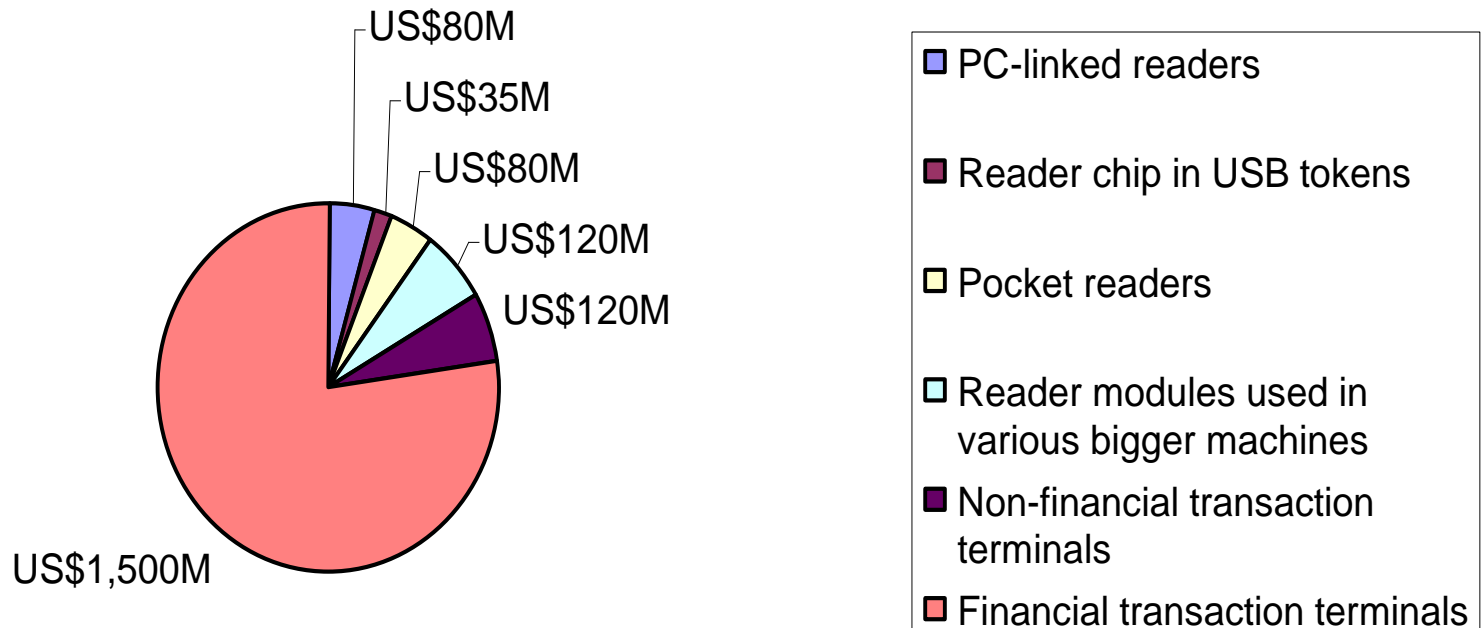
# Total Smart Card Reader Market



Source: Frost & Sullivan



# Smart Card Reader Market Size





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# Smart Card Applications



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# Telecommunications Prepaid Card

- ❑ Lower infrastructure cost
- ❑ Lower maintenance cost
- ❑ Cash in advance
  - Unspent money
- ❑ Opportunity for new service – Card Roaming
- ❑ Opportunity for new markets
- ❑ Electronic Purse



# Mobile Communications - GSM / PCN

- ❑ No eavesdropping on conversation
- ❑ No cloning of handsets
- ❑ Regional roaming
- ❑ Lower cost of handsets
- ❑ More value-added services
  - Fixed dialing
  - Advice of charge
  - Short Message Service (SMS)
  - SIM Tool kit
  - And more...

# Financial Sector

- ❑ **Smart Debit / Credit Card - Europay Master Visa**
  - Online and Offline Transactions
  - No card cloning
  - Value-added services
    - ❑ Loyalty
- ❑ **Debit Card / Electronic Passbook / Electronic Purse**
  - Security
  - Off-line transaction
  - High availability, speed of service
  - Low cost per transaction
  - Low cost system infrastructure maintenance



# Retail

- ❑ **Loyalty Card**
  - Collect & analyze customer needs
  - Increase market share
  - Increase profit
  - Provide value-added services
  - Retain customer loyalty
- ❑ **Gift Voucher / Prepaid Card**
  - Increase market share
  - Increase profit

# Healthcare

## □ **Health & Insurance**

- Administrative cost saving through automation
- Fraud control
- Waste control
- Prevention of abuses
- Medical records



# Identification

- ❑ Identification card
- ❑ Physical access
- ❑ Logical access
- ❑ Clocking
- ❑ Resource booking
- ❑ Library card
- ❑ Vending
- ❑ Staff canteen



Questions?

