



MASTERCARD and NAGRAID Security Introduce new Display Cards with Extended Features for Secure Banking Applications

NagraID Security developed a new family of MasterCard financial cards with integrated display screen allowing:

- **Optimized security for online transactions thanks to strong owner authentication**
- **Display of the card balance on the card's screen**

La Chaux de Fonds, Switzerland, 10th June 2010 - NagraID Security, a subsidiary of the Kudelski Group (SIX:KUD), is pleased to announce that its families of display cards passed MasterCard's (CSI – Card Structure & Integrity) approval process, thus demonstrating the required levels of durability, safety and compliance to ISO standards required for the commercial launch of banking cards and the introduction into MasterCard's brand standards and rules.

The innovative Debit and Credit MasterCard Display Card looks and feels like a normal credit or debit card but comes with an additional small display and a button that enables card holders to use the same card for standard banking payment functionality and to generate second-factor one-time passwords (OTPs), thereby providing strong authentication.

The cards are very reliable and extremely simple to use. They offer optimal security to achieve banking transactions outside payment terminals using one single device.

This password generation technology complies with the requirements of MasterCard's 3D Secure Chip Authentication Program (CAP). Optionally, a touch-sensitive keypad with twelve keys permits access to advanced functionality such as electronic signature and authentication modes, as well as to enhanced security features such as challenge-response applications and PIN code card protection.

Historically, banking institutions who protected access to their services with a One-Time Password required the use of a separate cumbersome token.

"Cards were born from cardboard, they've been 'mag striped' and 'chipped' and now we enter their silicon age, with an LCD display and touchpad opening up a multitude of possibilities. With NagraID's recent achievements to demonstrate compliance to industry standards, the stage has well and truly been set to deliver the next generation consumer's card proposition" says Eric Tomlinson, MasterCard Europe.

"This display card is designed to provide a very high level of security and reliability as well as ease of use. Users simply press a button to generate an OTP for secure access to their online services," commented Philippe Guillaud, Executive Vice President and CTO of NagraID



Security. He also added "The programmable nature of this platform makes it future proof and one can expect to see even more exciting and fantastic functionality in the near future."

MasterCard directed promotional initiatives and large scale roll-outs will ensure that market price expectations are achieved. "As the world evolves towards increasing online and cashless transactions, the timing of our partnership with MasterCard is ideal, as it enables the growing security expectations of a rapidly expanding base of digital technology users to be quickly addressed via a secure, reliable and unified solution in a familiar and convenient form-factor." said Cyril Lalo, President and CEO of NagraID Security.

About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes over 22 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories.

For more information go to www.mastercard.com. Follow us on Twitter : @mastercardnews.

About NagraID Security

Nagra ID Security SA, a subsidiary of the Kudelski Group, produces multi-component and other complex cards for the security and identification industry. NagraID Security's Research and Development Team combine international experts having broad experience in security, cryptography, electronics, material sciences and manufacturing. NagraID Security provides advanced design, development, and industrialization capabilities for innovative authentication solutions.

NagraID Security holds international patents for a non-violent lamination process used for embedding sensitive, electronic components into card and other form-factors. NagraID Security operates under the strict security guidelines of NagraID SA, an EMV-certified card manufacturing and personalization facility. Please visit www.nidsecurity.com for more information.

About The Kudelski Group

The Kudelski Group (SIX: KUD.VX) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit www.nagra.com for more information.



Contacts :

Laval Law
NagraID Security
Marketing Manager
Tel : +1 310 841 2939
llaw@nidsecurity.com

Daniel Herrera
Kudelski Group
Head of Corporate Communications
Tel:+41 21 732 01 81
daniel.herrera@nagra.com

Louise Herbert
MasterCard Europe
Communications
Tel. +32 (0)498 58 5647
louise_herbert@mastercard.com