Gemalto Launches CardLikeMe, a Web Service for Designing Customized EMV Banking Cards

Delivers user-friendly online tool for full card customization with a personal photograph

Cartes tradeshow, Villepinte, France, November 7, 2006 - Gemalto (Euronext NL0000400653 GTO), a world leader in digital security, today introduces an innovative end-to-end solution for secure Internet design of personalized EMV payment cards. Gemalto's CardLikeMe™ provides users with an intuitive interface to upload a picture of their choice on the bank website to create a unique personal card. As part of the offering, Gemalto provides banks with the software solution required for processing the photograph on their website and ensures complete card personalization and fulfillment. CardLikeMe has already gone live with several European financial institutions. It will be demonstrated at Cartes this week.

Gemalto’s CardLikeMe makes it extremely simple for bank customers to design a unique payment card with a personal illustration. Once the picture is loaded on the bank website, users can visualize the card appearance in real time and adjust the photograph as they wish. The image is approved by the bank before the order is placed. Users may also choose a picture from a wide range of attractive background visuals offered on the bank’s online gallery.

With CardLikeMe, Gemalto demonstrates its ability to provide financial institutions with a comprehensive turnkey solution that includes web, printing and personalization services. The offering encompasses management of the entire solution, from software integration into the bank website through to card delivery to the end-user.

“Simplicity and convenience for users, as well as easy integration for banks, were key drivers behind the development of CardLikeMe,” commented Philippe Cambriel, president banking and security at Gemalto. “With CardLikeMe, Gemalto supports banks in their quest to offer highly personalized services to their clients and give end-users a taste of uniqueness.”

For more information on the CardLikeMe demo, please visit https://demo.cardlikeme.com/gemalto/.

The CardLikeMe high-resolution picture is available upon request.
About Gemalto
Gemalto (Euronext NL 0000400653 GTO) is a leader in digital security with pro forma 2005 annual revenues of €1.7 billion ($2.2 billion), operations in 120 countries and 11,000 employees including 1,500 R&D engineers. The company’s solutions make personal digital interactions secure and easy in a world where everything of value - from money to entertainment to identities - is increasingly represented as bits and bytes communicated over networks.

Gemalto thrives on creating and deploying secure platforms, portable and secure forms of software in highly personal objects like smart cards, SIMs, e-passports, readers and tokens. More than a billion people worldwide use the company’s products and services for telecommunications, banking, e-government, identity management, multimedia content, digital rights management, IT security and other applications. Gemalto was formed in June 2006 by the combination of Axalto and Gemplus International S.A. For more information please visit www.gemalto.com.

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