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## Opening Up More Than 1,001 Doors!

With Smart Objects as its core business, Neowave has spent its 1st year of existence by demonstrating the power of the Smart Object concept and developing the Weneo product range. Coming from the smart cards industry and from the secured transaction world, our company founders have estimated that it was the right time to offer connectivity and web access to smart cards in order for them to take benefit from the web services explosion, hence to empower end-users. Up to now, smart cards are stocked in one's wallet, only usable when presented in front of an adapted terminal (POS, mass transit gate and etc.). The deployment of smart card readers at home has failed, but today Smart Objects open a new era in smart card history by offering connectivity, mobility and ease-of-use to end-users.

NFC trials have demonstrated the clear need for simple dematerialisation solutions. Surfing on the NFC wave, Smart Objects offer an immediate answer to customers' requests without putting in queries to the existing operators' business model.

But what exactly is a Smart Object?

It is a secure, personal communication device in the lineage of smart cards, identifying and representing people in their environment or inside a community. Thanks to their contactless communication features and their huge memory capacity and processing power, they are breaking smart card barriers to empower end-users through new services from operators. The Weneo range of Smart Objects is firstly targetted at all smart card fields with contactless transactions, which not only includes major sectors such as mass transit and banking (micropayments), but also corporate security and e-Ticketing.

To address the mass transit market, we joined forces with ASK to offer a unique Smart Objects solution. Taking advantage of the leadership position of ASK in the Calypso world and embedding its TanGO OS in our open platform, Weneo products are fully-compliant with existing infrastructures and systems, and can be immediately deployed. As announced by the Société Nationale des Chemins de fer Français (SNCF) - the French National Railway Company - commercial pilots based on USB Smart Objects will be launched soon in the latter half of 2008. Offering a real service to end-users with online subscription, reloading and updates, Weneo products are simplifying life and providing autonomy to public transport users (subscribers and multi-times users). Students and school kids can easily adopt them as a multiapplication transaction tool and also as a personal productivity device, thanks to the secure Flash drive function (up to 4GB). No more queues at the ticket office; just plug your Smart Object into any PC from anywhere, at anytime and get your tickets, subscription and/or profile update within a few clicks.

We have new products from this range, one of which is the Weneo-Pass, which features a lockable ID-photo slot for a potential personalisation solution by the end-user.

When considering the banking world, Weneo Smart Objects offer a unique combination of features including:

- Strong authentication for online transaction such as brokerages when connected to the bank website

- Contactless micropayments (Moneo, PayPass, payWave and etc.)
- Online payment thanks to the embedded e-Purse application
  - > Without credit card number
  - > Optional anonymity when considering Moneo payment scheme
- Loyalty programme points collection in contactless mode and direct online reward in connected mode
- Mass transit and micropayment in the same Smart Objects
- Secure embedded applications and data in the Flash memory of Smart Objects

Another attractive application field for Smart Objects is the corporate security. Combining the physical access control with the logical access control (to the company network), the Weneo range offers a perfect opportunity to have a unique badge with the same level of security for the 2 applications. Based on the ID photo stored in the device or the ID-Photo locked in the slot of the Weneo-Pass, visual control of the badge holder is still possible by the security guards.

The autonomy and mobility offered by Weneo Smart Objects can also be easily applied in e-Ticketing. Lets imagine the case of a theatre fan of the "Festival of Avignon" who lives in London. He could get a Weneo from the tourism office to purchase the tickets from home;

to get access to local public transport, swimming pool and museums and to load the embedded e-Purse for micropayments in Euro dollars. In addition, the Weneo could be delivered with some video and audio trailers to promote the festival highlights and city sight-seeing. All these privileges will make life easier for people who would rather enjoy visits to Avignon than wasting time queuing for tickets.

Thanks to our expertise in USB Smart Objects, we are also proposing convergence devices in the telecom market to allow MNOs to leverage on the USIM to develop new online services. This new e-Media is not competing directly with the other dematerialisation solutions such as m-Payment based on NFC or virtual cards as offered by several integrators (in mass transit), in fact end-users will have to select the adapted solution according to their wish, the ease-of-use and the services offered. As indicated by Eurosmart, there will be billions of Smart Objects in 2020, "invading" our life and being adopted by end-users as a familiar device. In this huge market, we intend to offer our unique combination of expertise, the Smart Objects associated services, the quality of a focused company and the reactivity of a start-up company to achieve customer satisfaction.

Based on an elegant design with a metro ticket format, the Weneo product range is based on a powerful and open platform to be compatible with all existing contactless infrastructures in different targetted fields of market.

We are a young company, but we harbour the ambition to become a major player in the Smart Object industry, providing not only state-of-the-art Smart Objects but also associated services to manage the Smart Object lifecycle. 

