

World's First ISO Compliant Payment DisplayCard using SiPix and SmartDisplayer's Flexible Display Panel

Fremont, CA --April 17, 2006 -- SiPix Imaging (www.sipix.com) and SmartDisplayer (www.smartdisplayer.com) develop the first flexible display panel to be embedded into an ISO compliant payment card. The revolutionary OTP DisplayCard (<http://corporate.visa.com/md/fs/consumer/passcode.jsp>) enables cardholders to generate and display a dynamic passcode for one-time use. During an online merchant checkout or home banking login, the cardholder generates a new, unique number by pressing a button on the card. As prompted, the cardholder then enters the number, proving the presence of the card, and completes the transaction. With the DisplayCard, banks can strengthen online banking sign-on by enabling two-factor authentication.



The DisplayCard was developed by Innovative Card Technologies (www.incardtech.com) and authentication expert nCryptone (www.ncryptone.com). Due to the challenging requirements for the DisplayCard, Innovative Card Technologies/nCryptone chose the SiPix/SmartDisplayer flexible display for several reasons. In particular, it is essential that the display used for these ISO cards is flexible, consumes little power, and is impact-resistant as well as extremely thin. Fortunately, all of these requirements were met with SiPix Microcup® Electronic Paper, which also brings an added benefit of display image retention even with the power removed. Other alternatives, including popular LCD flat panel displays, fell short of meeting the specifications. The Electronic Paper Display (EPD) is compliant to card ISO standards.

In November 2005, the DisplayCard was introduced at the Cartes 2005 tradeshow in Paris. With over 2.3B cards existing globally, the first target was the financial payment card market. Keen interest was generated by several merchant banks, particularly in regions where fraud is prevalent. Production will continue to ramp to meet demand as the product is rolled out by financial institutions across the globe.

Today, there are many opportunities for the DisplayCard. The card's OTP feature will be used for authentication other than financial payment card applications. For example, the DisplayCard may be configured to provide physical access to secure facilities. It may also be used to secure mission-critical data and applications through intranets, VPNs, e-mail, and web servers. The card may also be customized to display electronic purse balances on transportation and gift cards, or even indicating points for loyalty and rewards programs.

About SiPix Imaging

SiPix Imaging, Inc. is a world leader in electronic paper display solutions. With Microcup® e-paper, SiPix generates for system designers ultra-thin, flexible, and impact resistant displays that retain the display image with the power removed. In Fremont, California, the firm creates Electrophoretic Display material. In Chung-Li, Taiwan, production facilities provide display module development services and volume manufacturing. Since SiPix was established in 1999 in Silicon Valley, California, it has filed over 100 original patents. For more information: www.sipix.com

About SmartDisplayer

SmartDisplayer created the world's first IC Card with an embedded Electronic Paper Display (EPD) in April 2005. Compliant with Smart Card ISO specifications, the built-in display module is flexible, ultra-thin, and withstands impact pressure. The company developed an ASIC controller (SD120) to control EPDs and interface with other components such as Smart Card ICs, buttons, and speakers. SmartDisplayer offers Display IC Cards as well as Display Module inlays for Display IC Cards. For more information: www.smartdisplayer.com

About InCard Technologies (ICT)

Innovative Card Technologies, Inc. ("InCard") is a leader in payment and non-financial card enhancements. InCard issued its first product, the LensCard (a credit card with a built-in magnifying lens) in 1998. InCard has developed "Power Inlay Technology" which integrates a battery, circuit, switch and output device into a payment card. InCard's portfolio of products focus on two areas: security and marketing.

InCard has developed a payment card with an embedded display that generates a dynamic One-Time Password ("OTP"). The OTP can be used by issuers for card not present and online transactions. Additionally, the OTP can be utilized for corporate secured access. InCard's LightCard and SoundCard are both practical to the consumer as well as driving profitability by increasing the card issuer's customer acquisition and retention rates. InCard offers VISA Member Banks an opportunity to be a leader and innovator in the payment card market. InCard is a publicly traded company on the Over the Counter Bulletin Board under the symbol INVC.

For more information: www.incardtech.com

About nCryptone

nCryptone is part of the Prosodie group and has experience in the "Power Embedded ISO Card" since 1993. Thanks to this expertise, it won the ANVAR "Innovative Firm" award in 2003. The company is characterized by four fields of competence: security and authentication software development, micro electronic hardware solutions, management of MSP (managed service provider) systems for distant authentication, and consulting for companies not only in the fields of security and authentication but also for the creation of card prototypes with embedded electronic components. nCryptone also owns and manages a portfolio of 23 worldwide patents related to sound chip cards and their applications.

For more information: www.audiosmartcard.com

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