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Exhibition Hall 403 | 21 – 23 April 2010

SUNTEC Singapore International
Convention & Exhibition Centre

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SEMINAR PROGRAMME

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Wednesday, 21 April 2010

Contactless Cards Innovations

- 10:30 Seminar registration
- 11:00 **Advancing contact/contactless standardisation for the global payments industry in 2010**
Junya Tanaka, Board of Managers, EMVCo
- Application in transit & ticketing payment application**
- 11:30 **Smart card value proposition for the transit sector**
Kevin Gillick, Executive Director, Global Platform
- 12:00 **Transit banking convergence trends**
Wei Jin Lee, Senior Sales Manager – ASEAN, HID Global
- 12:30 Lunch and exhibition viewing
- 13:30 **Applying limited-used transit ticket with event ticketing**
Michael Toh, Sales Manager Identification, NXP Semiconductors
- 14:00 **Exploring current and future applications for contactless tickets and tags, public transport, event ticketing**
Alex Mak, Business Development, BL Identification, NXP Semiconductors
- 14:30 **Bridging the gap between e-ticketing and e-payment**
Magnus Stahlberg, International Sales & Marketing Manager, Arcontia
- Multi applications card**
- 15:00 **Multi Apps on EMV - Does the business case provide ROI on EMV?**
Alagu Karuppiah, Senior Manager - Information Technology, Diners Club International Pte Ltd
- 15:30 **Personalization of multi apps card**
Ram Ramaprasad, Director of Product Management, Zebra Technologies Asia Pacific Pte Ltd
- Application in hospitality and leisure industry**
- 16:00 **Introducing NFC in loyalty programs to improve customer relationship management and real time interaction at point-of-sales**
Eric Jouve, Product Line Manager, FCI Smartag Pte Ltd
- 16:30 **Phase Jitter Modulation (PJM) - The accurate, reliable and ISO compliant high performance HF RFID technology for document logistics, healthcare and hospitality applications**
Rainer Metscher, Product Marketing Manager, Infineon Technologies AG
- 17:00 End of seminar day 1

Thursday, 22 April 2010

ID Management and Access

- 10:30 Seminar registration
- ID Management**
- 11:00 **Future trend in ID Personalization**
Benny Tan, Cluster Director Asia Pacific & China, Digital Identification Solutions Pte. Ltd

Register* the FREE seminar in groups of 3 at www.cardsasia.com.sg and stand a chance to win tickets to Universe Studio Singapore^

- 11:30 **Converging physical & logical access management - a smart investment for the future.**
Tim Phipps, Director Business Development, Identity & Access Management, HID Global
- 12:00 Lunch and exhibition viewing
- 13:30 **Innovative application of smart card as essential data storage for identification and authentication.**
Rob Mungovan, Vice President, Aware, Inc
- 14:00 **ID Management to prevent identity theft and fraud**
John Lam, Director, Marketing & Business Development, Government, Datacard Asia Pacific Limited
- E-passport / E-id case studies around Asia**
- 14:30 **How to align international and regional standards towards a successful E-id implementation**
Kevin Gillick, Executive Director, Global Platform
- 15:00 **Centralized ID card printing with desktop printers – security, redundancy, flexibility & low cost**
Ram Ramaprasad, Director of Product Management, Zebra Technologies Asia Pacific Pte Ltd
- Online ID Authentication**
- 15:30 **Losing your identity: The growing threat of online ID theft**
Matthew Walker, CEO, PassWindow
- 16:00 **Building trust online: Authentication solutions to improve confidence and credibility**
Simon Nettle, CTO, PassWindow
- 16:30 End of seminars day 2

Friday, 23 April 2010

Innovation in Smart Card

- 10:00 Seminar registration
- Innovation in smart card manufacturing**
- 11:00 **How to meet quality assurance in a card production environment?**
Rick Hsu, Managing Director, Collis Asia
- 11:30 **Cost efficient solutions for card manufacturers**
Francois Drisse, Product Manager, Datacard Group
- 12:00 Lunch and exhibit viewing
- Cards application in the FIS sector**
- 13:30 **Emerging strategic retail banking needs and instant financial card issuance**
Wei Jin Lee, Senior Sales Manager – ASEAN, HID Global
- 14:00 **Customer retention program – case study**
Sharifah Shaiha Syed Zubir, Sales Manager, Zebra Technologies Asia Pacific Pte Ltd
- 14:30 Close of seminar

* Exhibition pre-registration closes on 14 April 2010.

^ Promotion starts from 1st April to 10 April 2010