



Smartrac Unveils Superior Security PRELAM® based on NXP's latest MIFARE Plus® SE Chip

AMSTERDAM, THE NETHERLANDS, November 16, 2015 /EINPresswire.com/ -- Smartrac has announced the launch of new PRELAMs® based on NXP's MIFARE Plus® SE chip, which enables Advanced Encryption Standard (AES) for authentication, data integrity and encryption. Tailored for automated fare collection and enterprise access control applications, the PRELAMs are available in PVC, PETG or PC materials, leveraging Smartrac's RFID leadership in patented wire-embedding antenna technology.

Smartrac's PRELAM inlays provide a very durable and convenient solution for the manufacture of finished cards. The portfolio has now been expanded to include products utilizing NXP's MIFARE Plus SE chip, with improved chip security and originality-check function. Offering 1K EEPROM and full MIFARE Classic® backward compatibility including value block support, MIFARE Plus SE offers a solution for upgrading existing MIFARE Classic 1K solutions to 128-bit AES security. Most MIFARE Classic customers can even map their existing card layout to MIFARE Plus SE.

"MIFARE Plus SE is the perfect choice for anyone seeking to migrate from MIFARE Classic 1K or compatible products to the highest security level at the lowest cost", says Christian Lackner, Business Segment Manager for Smart Mobility, NXP Semiconductors.

Smartrac's new PRELAM combines all of MIFARE Plus SE's benefits with its inherent durability and ability to sustain excellent electrical performance. Compliant with all of the relevant ISO standards, it is particularly suited to automated fare collection and access control.

"As a MIFARE Premium Partner with NXP, Smartrac is dedicated to meeting the highest quality and security standards with its pre-laminate products. Over the last 15 years, Smartrac has shipped millions of PRELAMs based on MIFARE products, which are used in numerous automated fare collection applications. The new PRELAMs based on MIFARE Plus SE are set to further extend NXP's and Smartrac's joint success in this demanding market", explains Daniel Lim, Sales Manager, Business Division Secure ID & Transactions, Smartrac Technology Group.

Customers can explore the new PRELAM based on MIFARE Plus SE and many more innovative RFID products at the CARTES SECURE CONNEXIONS trade show in Paris, France, 17-19 November 2015, on Smartrac booth 3E020, Hall 3, at the Villepinte Exhibition Centre.

About Smartrac:

Smartrac is the world's leading developer, manufacturer and supplier of RFID products and services, providing both ready-made and customized products and services suitable for a large number of applications. Smartrac makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company's portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and

sales network, Smartrac combines physical products with its Internet of Things platform Smart Cosmos, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com and follow us on Twitter: www.twitter.com/SMARTRAC_NV.

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