

## **Stockholm Public Transport Deploys Gemalto End-to-End Solution for World's First Customized Travel Card**

Complete service solution for transport operators, from webstore design to delivery to commuters

**Amsterdam, May 10, 2011** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, announces that Stockholm Public Transport (“*Storstockholms Lokaltrafik*”, SL) is deploying AllAboutMe, a turnkey solution to design customized travel cards online. SL is the public transport operator in Stockholm County with around 700,000 commuters using their services every day. Gemalto is prime contractor for this project and provides SL with a comprehensive card issuance service. SL is the first transport operator in the world to launch a picture card program.

The full-service solution includes online purchase and web plug-in, contactless card production, image verification, secure personalization and printing, as well as delivery to the cardholder. All issuance services are performed in Gemalto's personalization center in Sweden, to ensure commuters receive their card by mail within a few days.

Serverside, part of the Gemalto Group, provided an intuitive software interface that enables users to easily upload a personal photo on SL's website or select a visual from their gallery and then securely order their card online. Commuters can enjoy the convenience of ordering their card from home whenever they want, which means greater comfort and considerable time saving. The new picture card service has had huge success, with a high adoption rate of close to 50% for online buyers, just one month after launch in February 2011.

*“Offering our commuters a travel card that is unique to them is an innovative way to provide a more personal level of service,”* said Lisa Svensson, Contract Manager Card Processing, SL. *“Gemalto has been providing SL with contactless travel cards and personalization services for three years and they continue to be our preferred partner for our latest innovation. Gemalto was able to set up the entire project in less than three months, which was critical in helping us to meet our stringent launch timescale.”*

*“Gemalto is bringing a broader set of value-add with new services that expand SL's card-marketing efforts,”* added Philippe Cambriel, Executive Vice-President, Gemalto. *“AllAboutMe gets consumers bonded to their card and in the transport domain, it be a powerful feature to accelerate the phase-out of paper tickets.”*

### **Additional information on Gemalto's activities in transport**

Gemalto is involved in a number of ticketing projects across the globe and has already rolled out more than 140 million contactless travel cards. Its references include Belgium, Brazil, Chile, China, France, Italy, Malaysia, Mexico, the Netherlands, the United Kingdom and the United States. Nearly 30 cities of over one million people around the world use Gemalto's contactless transport cards.

**About Gemalto**

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2010 annual revenues of €1.9 billion and over 10,000 employees operating out of 87 offices and 13 Research & Development centers in 45 countries.

Gemalto is at the heart of our evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain, and work—anytime, anywhere, in ways that are convenient, enjoyable and secure. Gemalto delivers on the growing demands for personal mobile services, identity protection, payment security, authenticated online services, cloud computing access, modern transportation, e-healthcare and e-government services. Gemalto does this by providing secure software, a wide range of secure personal devices, and managed services to wireless operators, banks, enterprises and government agencies.

Gemalto is the world leader for electronic passports and identity cards, two-factor authentication devices for online protection, smart credit/debit and contactless payment cards, as well as subscriber identification modules (SIM) and universal integrated circuit cards (UICC) in mobile phones. Also, in the emerging machine-to-machine applications Gemalto is a leading supplier of wireless modules and machine identification modules (MIM). To operate these solutions and remotely manage the software and confidential data contained in the secure devices Gemalto also provides server platforms, consulting, training, and managed services to help its customers achieve their goals.

As the use of Gemalto's software and secure devices increases with the number of people interacting in the digital and wireless world, the Company is poised to thrive over the coming years.

For more information visit [www.gemalto.com](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on twitter.

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