

FOR IMMEDIATE RELEASE

Contact:

Jean Bodart
SENTEGRA S.A.S.
300 route des Crêtes
Sophia Antipolis
06560 Valbonne
FRANCE
Phone: +33 6 89 86 27 34
<http://www.sentegra.com>
jbodart@sentegra.com

SENTEGRA at INTIX Boston 2006

Sophia Antipolis - FRANCE – January 6, 2006 – SENTEGRA SAS , the leading developer and provider of interactive digital technologies, solutions and services for ticketing, authentication and access control will be exhibiting its technology at the International Ticketing Association (INTIX) Annual Conference in Boston, USA, Jan 12-14. The INTIX Conference will be attended by all the major players of the Ticketing Industry throughout the world.

SENTEGRA, a technology innovation company based in Sophia-Antipolis, France, will be demonstrating two of its key products which make « **Real Digital Ticketing** » a reality today. SENTEGRA's **meWallet™** technology easily integrates into existing ticketing systems to provide the advantages of *digital* ticketing and *interactive* electronic Customer Relationship Management :

- Eliminate paper tickets and counting
- Eliminate fraud
- Eliminate pass-back
- Reduce cash handling costs or risks
- Add digital couponing, rebates, patron loyalty, fan information and much more with a click
- Interact with patrons in Real-Time
- Generate new revenue streams
- Sell distressed inventories
- Increase venue security
- Connect wirelessly with RFID, Infrared, or at your leisure, with USB

The **meWallet™** system can function with Sentegra's inexpensive Smart Device, the **idDisc**, or third-party PDA's and smart mobile phones.

SENTEGRA will also be exhibiting its **Flash SMS** system, a Text Messaging System utilizing SMS over a GSM network designed for "**Last Minute Marketing**" applications. With **Flash SMS**, venues, ticketing companies, or indeed any goods or services provider, can sell unsold tickets, goods or services at the very last instant possible via a mobile phone. Recipient of the text messages must sign up for the service so that no unsolicited text messages are sent.

For information: <http://www.sentegra.com> or
Contact: info@sentegra.com
Phone: +33 (0) 4 93 00 61 60

Sentegra SAS designs and develops authentication and identification solutions for secure digital transactions using interactive contactless technologies.

