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SENTEGRA launches intelligent hand-held device for interactive authentication

Sophia Antipolis - FRANCE – June 6, 2006 – Until today, authenticating partners and devices has been an unavoidable cost factor of handling digital transactions. Last week, SENTEGRA, a technology company based in France's Silicon Valley, demonstrated their first commercially available IdDisc, a low-cost, interactive handheld authentication device that generates new income streams rather than be a cost item.

Founder and Chairman Jon Shore explains: "The strong authentication and identification characteristics are derived from the authentication algorithms and built-in fingerprint recognition but unlike the usual authentication devices such as tokens, USB keys, cards etc...the IdDisc offers direct interaction with the user through its contactless communication ability and integrated LCD. This opens up important direct marketing opportunities, each time an authentication is performed. This can take the form of informational or promotional messages, couponing or direct advertising. This single feature transforms the IdDisc from a cost item to a revenue generator."

Jean Bodart, VP Business Development adds: "Another unique function of the IdDisc is its quick and easy USB connection, permitting the IdDisc to download information to its internal memory. This creates the ideal bridge between the click world of the Internet and brick-and-mortar outlets, allowing online users to download tickets, coupons or any other digital content to their IdDisc, and to redeem them in "real world" shops."

Today, digital transactions are in every sphere of activity: Sports and Entertainment, Transportation, Shopping, Education, Banking, Personal Identification...to name but a few. Sentegra sees the Ticketing, Access Control and Micropayment industries as market entry points for their technology and these three applications of the IdDisc were demonstrated last week at the 2nd Antipolis Innovation Forum. At this forum, the IdDisc was used to purchase electronic tickets on-line and download them via its USB port. The virtual ticket was then used to activate turnstile fitted with an NFC / RFID reader to gain access to a simulated venue. The IdDisc also has a built-in infrared port to communicate with other access control devices such as Symbol handhelds. Also demonstrated was the downloading of electronic cash into the IdDisc and the secure payment for purchases made at the Antipolis Innovation Campus. At each point of interaction, information or coupons were transmitted to the user, demonstrating the direct marketing potential.

The IdDisc technology is easily integrated into third-party ticketing, access control or micropayment systems using the meWallet[™] library of software modules. Also being developed by Sentegra is an eCRM module permitting the analysis of customer data gathered at each point of interaction.

Sentegra is in the process of delivering its first commercial system to the Antipolis Innovation Campus (AIC), an "Intelligent Business Resort". The AIC sees the interactive access control, the digital "cash" and the micropayment functionality of the IdDisc/meWallet system as an innovative way to promote goods and services to the Business Traveller.

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



Jean Bodart and Jean-Louis Rémy of Sentegra demonstrate the IdDisc to François Loos, the French Minister of Industries



Sentegra's new IdDisc,
the world's first handheld interactive authentication device.