



Team Côte d'Azur, Creativity for Business

Côte d'Azur **N**ews

News about the Côte d'Azur updated every Monday.

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Smart IdDisc opens doors

Today, digital transactions occur in just about every activity – Sports and Entertainment, Transportation, Shopping, Education, Banking, Personal Identification, and many more. Until today, transactions on hand-held devices have been limited by authentication technology. Sophia Antipolis-based Sentegra is now selling idDisc – its breakthrough low-cost, interactive handheld device that not only solves this problem, but also generates new income streams.

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 I-Disc from a cost item to a revenue generator."

Sentegra sees the Ticketing, Access Control and Micropayment industries as market entry points for its technology, and these three applications of the idDisc were demonstrated at the 2nd Antipolis Innovation Forum. The idDisc was used to purchase electronic tickets on-line. Downloaded via the idDisc's USB port, the virtual ticket then activated the NFC/RFID turnstile for access to the simulated venue. The idDisc also communicates with other handheld access control devices, downloads electronic cash and makes secure payments. Sentegra is in the process of delivering its first commercial system to the Antipolis Innovation Campus "intelligent business resort."

More information: www.sentegra.com