

Conference Agenda Announced for CTST 2008 – The Americas Conference

NEW YORK, February 26, 2008 – SourceMedia and the Smart Card Alliance will mount the largest payment, security and identification conference in the Americas May 12th through 15th at the Orange County Convention Center West, in Orlando, Fla. Starting this year, CTST 2008 – The Americas Conference combines the Smart Card Alliance annual meeting and SourceMedia’s CTST 2008 conference to feature 120+ speakers, 40 conference sessions, 20 hours of exhibit hall time and the Alliance’s prestigious Outstanding Smart Card Achievement (OSCA) awards. David Pogue, the humorous, tech-savvy *New York Times* technology columnist and Emmy-winning CBS news correspondent will keynote the event luncheon.

New this year is a choice of four focused full conference tracks: Payments and Applications; Identification and Policy; Mobile and NFC (Near Field Communications) and Security & Access Control; plus two, one-day mini tracks: Emerging Technology and Innovation Spotlight, and Latin America Spotlight.

Echoing the conference track themes will be three Executive Roundtables bringing together major stakeholders from the payments and security industries. “How the Payments Ecosystem will Evolve” will look at new technologies and payments models and how that will create new challenges and opportunities. “The Future of Smart Cards & Digital Security” addresses how to meet the needs of the financial, government, transportation and mobile markets. “The Future of Security” explores best-of-breed solutions and how they will best fit together.

Payments case studies and deployments will be presented from a range of perspectives and markets. Issuers, retailers, ecommerce merchants, processors and transit authorities will discuss critical issues around contactless, transit, mobile and online payments, as well as risk mitigation, payment fraud and security in North America and internationally. Likewise, security topics and perspectives are wide-ranging and include border security, corporate badges, convergence of access and IT, healthcare data sharing and access security, and international government identification initiatives.

Pre-conference Workshops, a series of intensive full day tutorials, are new to the 2008 agenda. The Smart Card Alliance will host a *Smart Card Technology and Payments Applications Workshop*; GlobalPlatform will host *The GlobalPlatform Value Proposition for Identity Management Workshop*, and OATH will host the *Seminar on the Open Authentication Architecture for the Universal Adoption of Strong Authentication*.

Integrated into the conference agenda this year are two, day-long mini tracks, the Emerging Technology and Innovation Spotlight, and the Latin America Spotlight. The Innovation sessions will introduce new hardware devices and software developments impacting processing speed, memory storage, standards-based interoperable protocols and authentication. The Latin America sessions will examine growth opportunities and current electronic ID implementations within the region, along with growth opportunities in the payments, transit and mobile markets.

Birds-of-a-Feather Discussion Groups are planned daily for contactless payments adoption, the business issues of a shared device for banking, mobile and transit, and uncovering the business opportunities using secure credentials. An Innovation Pavilion will offer educational sessions on the Exhibit Hall floor and serve as the departure point for Guided Technology Tours. At the

conclusion of the each day's sessions, attendees can meet with colleagues during Networking Receptions.

Exhibit Hall hours are: Tuesday, May 13th, 11:30 a.m. - 6:30 p.m.; Wednesday, May 14th, 10:00 a.m. - 6:00 p.m.; and Thursday, May 15th, 10:00 a.m. - 3:30 p.m. CTST 2008 sponsors are Oberthur Technologies, CoreStreet, Giesecke & Devrient, Infineon, Inside Contactless and NXP. Early bird conference pricing and hotel discounts are available before April 18th. For the complete agenda and to register, please visit www.ctst.com.

About SourceMedia Conferences and the Smart Card Alliance

Each year, SourceMedia Conferences & Events attract over 20,000 attendees worldwide to over 70 events. Its products include but are not limited to conferences, exhibitions, roundtables, exclusive dialogues for CEOs, CFOs and other top executives, Web seminars, road shows, Pod casts and custom events.

The Smart Card Alliance is a not-for-profit, multi-industry association working to stimulate the understanding, adoption, use and widespread application of smart card technology. It has over 170 members worldwide, including participants from financial, government, enterprise, transportation, mobile telecommunications, healthcare and retail industries.

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Media Contact:

Deb Montner, Montner & Associates, 203-226-9290, dmontner@montner.com