



PRESS RELEASE

## **XIRING chooses the Pharmagora show to unveil its latest innovation: the PRIUM-3S 2D bar code reader**

**Suresnes, March 25 2009: XIRING, a security solutions provider for remote transactions, announces that it will be back at the 24<sup>th</sup> Pharmagora show at the Porte de Versailles, Paris, April 4-6 2009. A regular exhibitor at the annual show, XIRING, leader of the SESAM-Vitale terminal market, will be showcasing its brand new 2D bar code reader solution designed to accompany the PRIUM-3S, the reference among SESAM-Vitale card readers used in French pharmacies. The solution has been developed to ease pharmacists through the migration to the new coding system for pharmaceutical products which came into force in December 2008 and is being phased in with completion due at the end of 2010.**

Since it entered the SESAM-Vitale terminal market in 1998, XIRING has always worked in close collaboration with health professionals to address their needs by developing dedicated solutions. XIRING currently leads the SESAM-Vitale terminal market with more than 55% of the overall market share. Pharmagora is an ideal opportunity to showcase XIRING's complete range of solutions and services for pharmaceutical outlets, including Point XIRING V2, PRIUM-3S, and, this year's innovation, the PRIUM-3S 2D bar code reader.

With three independent card interfaces, the PRIUM-3S supports the simultaneous reading of Vitale cards, cards used by healthcare professionals and mutual fund cards. XIRING has replaced terminals for over 60,000 health professionals in 2 years and its solution has become the primary solution in pharmaceutical retailing.

The PRIUM-3S 2D bar code reader, unveiled at Pharmagora, is part of the ongoing development of the desktop environment in pharmacies. Since the official introduction of France's latest coding scheme for pharmaceutical products in December 2008, the first 2D bar codes have been appearing on packaging and will have superseded all 1D bar codes by the end of 2010.

XIRING is yet again ahead of the game with its bar code reader for its PRIUM-3S, supporting both 1D and 2D labels.

Based on a precise evaluation of the needs and constraints of pharmacists, the development of this 2D bar code reader was accompanied by extensive beta tests in the field that have resulted in a solution tailored to the needs of pharmacies.

The PRIUM-3S 2D bar code reader is a functional, ergonomic and upgradable solution and is available to pharmacists today.

*XIRING looks forward to meeting visitors at booth J13, Hall 7/3 at Viparis - Porte de Versailles 75015 Paris (Access via Hall Orion).*

*Opening times: 9:30 a.m. - 7:00 p.m. on April 4-5 and 9:30 a.m. - 6:00 p.m. on April 6.*

*For full details of the show: [www.pharmagora.com](http://www.pharmagora.com)*

## **About XIRING**

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Created in 1998, XIRING is a security solutions provider and develops security software embedded in smart card readers for strong authentication and digital signature. XIRING has distributed over 10 million strong authentication solutions based on banking cards and compliant with MasterCard and Visa programs, and is the leader of the professional solutions market for the SESAM-Vitale French healthcare scheme. In 2008, XIRING posted a turnover of €12.9 million up 20% and an operating margin of €3.5 million up 62%. XIRING is listed on the Alternext compartment of the NYSE-Euronext Paris exchange since September 18, 2006. ISIN code: FR0004155612, Mnemonic: ALXIR.

More information: <http://www.xiring.com>  
<http://www.remotecardauthentication.info>  
<http://www.homechipandpin.co.uk>

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