

**XIRING presents at the Pharmagora 2011 exhibition
“PAYPHARMA”, the bank-card payment solution
specifically designed for pharmacy counters**

Suresnes, France, March 22, 2011 – XIRING, a security solutions provider for electronic transactions, announces that it will be present at the 26th edition of the Pharmagora exhibition that will take place in Paris on March 26, 27 and 28, 2011. This year, XIRING, will present its new bank-card payment solution specially designed to meet the specifications for use at pharmacy counters: **PAYPHARMA**.

Leader of the SESAM-Vitale reader market, XIRING offers a choice of solutions and services adapted to the needs of each healthcare professional.

For pharmacists, XIRING offers a complete line of solutions to streamline the management of cards for pharmacy counters: **Point XIRING V2** and the **Telfix service** for the self-service updating of Vitale cards, the **PRIUM-3S** and its 2D barcode reader for managing SESAM-Vitale e-medical claim forms and the **PRIUM-Service+**, a service for the updating of Vitale cards at pharmacy counters.

PAYPHARMA, the new pharmacy-counter payment solution was developed to meet pharmacists' needs. Quick and fully integrated with existing pharmaceutical software, **PAYPHARMA** allows pharmacists to accept bank card payments with their existing IT systems: faster payment times, simplified workstation tracking of payments and online storage of transactions, all for each workstation.

This new solution provides an overall approach to payment for the profession.

A real innovation in payment, the **PAYPHARMA** solution was approved by the *Groupement des Cartes Bancaires CB* on December 3, 2010.

XIRING welcomes visitors to its stand located in Aisle G - Stand 16, Hall 7/3

Porte de Versailles 75015 Paris

March 26- 27: 9:30 am to 7 pm – March 28: 9:30 am to 6 pm

For more information: <http://www.wk-pharma.fr/accueil-pharmaqora.html>

About XIRING

XIRING, a security solutions provider for electronic transactions, develops security software embedded in smart card readers and terminals for strong authentication and electronic signatures. XIRING is the market leader in SESAM-Vitale healthcare terminals for generating and signing electronic medical claim forms or for updating healthcare cards in France and also works alongside authorities in the field of healthcare system dematerialization in international markets. In the area of electronic identity (e-ID), XIRING proposes a broad range of solutions for public authority staff and citizens to meet the latest market challenges with secure electronic identity documents systems: electronic national identity cards, electronic passports, public transport cards and professional cards. XIRING is listed on the Alternext compartment of the NYSE-Euronext Paris stock exchange. For further information: www.xiring.com

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