

## **CARTES 2013: Gemalto presents its new offering that mobilizes the consumer's personal shopping experience**

**CARTES Secure Connexions Event, Paris, November 19, 2013** – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, is showcasing a large range of software applications, secure devices and services designed to bring trust and convenience to the [new shopping experience](#).

On a side booth dedicated to “retail”, visitors will experience Gemalto’s comprehensive offering that supports the various stakeholders in the payment market in developing a closer relationship with smart shoppers, bringing them security and convenience throughout the entire purchasing journey.

With Gemalto’s *Personal Smart Shopper* solution based on NFC technology, frustrating searches of supermarket shelves and long queues to pay are replaced by personalized shopping guides, customized offers, and instant contactless checkouts that credit loyalty points, rewards and coupons direct to users’ mobile device.

Gemalto’s *Mobile Wallet* is a multi-channel solution for both in-store and remote payments that can be personalized in one tap to consumer shopping and payment habits. This new wallet comes as the combination of all relevant and contextualized shopping services (loyalty, coupons, payment) that are dynamically aggregated when checking-in at the shop entrance.

Visitors will also see how to turn any phone into an NFC-ready device, with a sticker attached to it or with a MicroSD card inside, as well as innovative payment means that ease the life of the smart shopper.

This year Gemalto will also be turning the spotlight on its industry-leading **platforms and services**, responsible for managing the software and confidential data behind secure services such as mobile payment, Machine to Machine, eBanking, eGovernment, Mobile ID and much more.

## About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2012 annual revenues of €2.2 billion and more than 10,000 employees operating out of 83 offices and 13 Research & Development centers, located in 43 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable machine-to-machine (M2M) applications. We develop secure embedded software and secure products which we design and personalize. Our platforms and services manage these products, the confidential data they contain and the trusted end-user services made possible.

Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals. Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

For more information visit [www.gemalto.com](http://www.gemalto.com), [www.justaskgemalto.com](http://www.justaskgemalto.com), [blog.gemalto.com](http://blog.gemalto.com), or follow [@gemalto](https://twitter.com/gemalto) on Twitter.

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