

Gemalto NFC wristbands enable speedy transport in China

Amsterdam, July 6, 2015 – Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, is supplying¹ wristbands embedded with its [Optelio Contactless Chip](#) for NFC transport in Wuhan, China. The capital of Hubei province, Wuhan is one of the most populous city in central China with a population of over 11 million². For this pilot, Gemalto will preload these wristbands with the transit application, allowing users to ride buses and metro with a simple wave of their hand. It will also integrate a fitness tracker, enabling consumers to keep an eye on their day-to-day activities such as steps taken, distance covered, and sleep pattern. Consumers can perform balance check and account top-up through a smartphone application.

Wuhan is a major transportation hub in China. To ensure a smooth flow of commuters, the transit system is rapidly moving towards contactless, with more than 13 million such cards already in use³. This simple and secure wristband, which can be enhanced to include payment and other value-added services in the future, will offer consumers an easier and faster way to travel, leading to increased user satisfaction, operator efficiency and regional growth.

Gemalto has been providing contactless transport cards to Wuhan for more than three years. The new wristbands are an extension of these advanced cards. Customized at pre-personalization level, they meet the city and local infrastructure's requirements, and offer banking-grade security.

"China wearable device market is expected to exceed 10 billion Yuan (~USD 1.6 billion) this year⁴," said Suzanne Tong-Li, President for Greater China and Korea at Gemalto. *"With extensive experience in contactless deployments, both in transport and payment domains, we can offer innovative wearables that contribute to Wuhan's vision to become world-class transportation hub."*

¹ Gemalto will supply the wristbands to its partner, Wuhan YouXunTong Technology Co., Ltd. (武汉优讯通科技有限公司), in China.

² http://www.hb.xinhuanet.com/2014-11/24/c_1113372718.htm

³ http://www.hubei.gov.cn/zwgk/rdgz/rdgzqb/201404/t20140412_496308.shtml

⁴ <http://tech.163.com/15/0424/05/ANUO88V100094ODV.html>

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in digital security, with 2014 annual revenues of €2.5 billion and blue-chip customers in over 180 countries.

Gemalto helps people trust one another in an increasingly connected digital world. Billions of people want better lifestyles, smarter living environments, and the freedom to communicate, shop, travel, bank, entertain and work – anytime, everywhere – in ways that are enjoyable and safe. In this fast moving mobile and digital environment, we enable companies and administrations to offer a wide range of trusted and convenient services by securing financial transactions, mobile services, public and private clouds, eHealthcare systems, access to eGovernment services, the Internet and internet-of-things and transport ticketing systems.

Gemalto's unique technology portfolio - from advanced cryptographic software embedded in a variety of familiar objects, to highly robust and scalable back-office platforms for authentication, encryption and digital credential management - is delivered by our world-class service teams. Our 14,000 employees operate out of 99 offices, 34 personalization and data centers, and 24 research and software development centers located in 46 countries.

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

Gemalto media contacts:

Nicole Williams
North America
+1 512 758 8921
nicole.williams@gemalto.com

Peggy Edoire
Europe & CIS
+33 4 42 36 45 40
peggy.edoire@gemalto.com

Vivian Liang
大中华地区 (Greater China)
+86 1059373046
vivian.liang@gemalto.com

Ernesto Haikewitsch
Latin America
+55 11 5105 9220
ernesto.haikewitsch@gemalto.com

Kristel Teyras
Middle East & Africa
+33 1 55 01 57 89
kristel.teyras@gemalto.com

Pierre Lelievre
Asia Pacific
+65 6317 3802
pierre.lelievre@gemalto.com