

CARD VISIONS ^{03 | 03}

AUSTRIA CARD NEWSLETTER

>> Editorial

Dear Readers,

Later than expected, but for good reason, this edition of Durchblick delivers not only the latest information on our company, but also a card for every reader. Come and visit us at the CarteS in Paris. Further information about the CarteS and the card can be found in our main article.

Furthermore we are pleased to present to you the successful collaboration between Austria Card and the Johannes Kepler University Linz. The edition is enriched by the work of an up-and-coming artist and we report from a photo-shoot which took place at Vienna airport.

We hope you enjoy this edition!



Fritz Tupy
Austria Card CEO



Norbert Tomaschek
Austria Card CEO

Must head:

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Invitation

Trade fairs are the most important opportunity for our company to represent itself in public. The Cartes is the largest trade fair for card producers worldwide. As a result Austria Card has taken the opportunity to present itself in the best possible light.

The previous year saw more than 13 000 people visit the Exhibition centre Villepinte to take in the Cartes exhibition and this year, between the 18th and 20th of November, at least the same amount of visitors are expected at the same location. Austria Card is of course well prepared for the event. Our new products will be presented, our project successes from this year will be displayed and our existing customers will be given a warm welcome at AC's Stand 4 T 057. Comprising of nearly 48sq meters, AC's display has ample room and facilities for visitors to meet and converse with Austria Card's expert representatives. There is even room for our "ID Card Security Features"

competition, which is open to visitors to the stand. Our Dual Interface ID cards, which are equipped with all possible features can also be seen at stand 4 T 057. More about this unique product can be found on the 18th of November between 3.30pm and 4.30pm in our workshop entitled "IDual InterfACe" in room T7. Furthermore on the 19th of November our work with TMV will be highlighted in a presentation (2.30pm until 3pm in the conference centre).

Important Note: Don't forget to bring the card that accompanies this edition of Durchblick to the Austria Card stand. Updates and news on Cartes 2003 can be found at www.austriacard.at/cartes03.

Card Games

Catalogues, brochures, data sheets are all used to inform customers about the Austria Card range of products. For the occasion of Cartes 2003, we will offer potential customers a new, more accessible product portfolio, which will hopefully encourage them to buy products "Made in Austria".

>> Photo-shoot

A photo-shoot at Vienna Schwechat airport was arranged for Austria Cards new folder. Three models took to the airport for the day and showed how cards are in use in every aspect of daily life. Everything was captured for Durchblick by professional photographer Inge Prader - from electronic payment in shops, using cash machines, security access points, ticket machines, paying for a taxi and even the use of digital signatures. The three models posed in different roles during the day, a student, a business woman, a man in a suit and a man sporting a casual look. We are very much looking forward to results!



Inge Prader at the photo-shoot (left)

The product portfolio displays the EMV solution from the house of Austria Card in addition to security features that are mainly used with payment cards. The new hand size "Visitors Cards" are scheduled scheduled for their debut at Cartes 2003.



The original new product portfolio.



One of the new image pictures.

>> Question Time



Albert Spielmann

International Project
and Participation Management

Mr Spielmann, you have been with Austria Card for almost half a year. What type of impression has the company made on you?

"I can only echo the views of our visitors after a tour of the company:

1. The work environment and moreover the production, emit an air of stability and professionalism.

2. The employees appear to be motivated and competent

I do not really have anything to add to those comments."

You are in charge of international participation. How do you perceive the future structure of the company?

"There is an increasingly large customer demand

for a "one-stop" solution (hardware, software, cards and project management). Whether it be a participation or a cooperation, we will expand our market position within project orientated consortiums in the future and consolidate Vienna as a production location."

Are there any plans for further investments or alliances?

"We will concentrate solidly on our core competencies (investment in production, research, development and sales), and reach wider milestones via participations."

In what position do you see Austria Card in ten years?

"I am convinced that our core areas of payment functions, telecommunications, ID schemes and customer cards will become major European players in the next three to five years, and that some areas will go on to ensure an established position on the world market. In this fast moving industry, I wouldn't like to make a prediction on the possible standing of Austria Card ten years down the line."

Back to School with Unicard

In cooperation with Austria Card, Europay Austria, APSS, PDTS, ClearJet, Rittal and Ambos, the Kepler University Linz has set the path for the issue of the second generation Keplercard. In the slipstream of the project, other Universities have decided to replace their old paper student ID cards with a practical and hand size card. (see Factbox).

>> One Step Ahead

The men and women at the Kepler University in Linz responsible for the introduction of the first Keplercard pre 1999 have every right to consider themselves innovators. The card was designed to replace the paper version of the student ID card and perform a whole range of additional functions, a step not too far from being considered revolutionary for a University. After the triumphant success of the Keplercard, it has been reintroduced in the summer of 2003.

>> Multi-talent in a Closed System

The functions of the Keplercard are seemingly unrestricted. Alongside student ID card functionality, it can be used as a payment card for the "Quick" electronic cash system for payment at the canteen or the photocopier, as a library card and even as ID to allow voting in student elections. Moreover the card can be used to obtain printouts such as enrollment forms, module conformation documents as well as individual examination results.

>> Interview



Hofrat Dr. Josef Schmied
Managing Director of the
Johannes Kepler University

Why has the old student ID been replaced with a card?

"Due to the growing number of students, the automation via IT of the administration processes, and the increase in numbers of working students, the set-up of a 24 hour "self-service" facility made a lot of sense, and because of the very limited budget at the University, the improvement of our services could not be done by taking on more staff."

How did the collaboration with AC come about?

"The old "pappendeckelausweis" (paper based ID card) was free for the students, so the new chip card ID also had to be free. The "Quick" functionality gave our University the chance to attract sponsorship from the Upper Austria Raiffeisen bank. It was Austria Card alone, that could offer a chip card with Quick functionality, and from our first contact with the company, a successful and innovative partnership developed."

How has the card managed to establish itself?

"The concept is simple; more and more importance is being placed on functionalities that work in a real environment. The project was implemented in manageable steps and offered practical advantages for students and staff alike. Also it's transferability to other Universities and institutions is relatively easy."

Can the system be improved or has it already met all expectations?

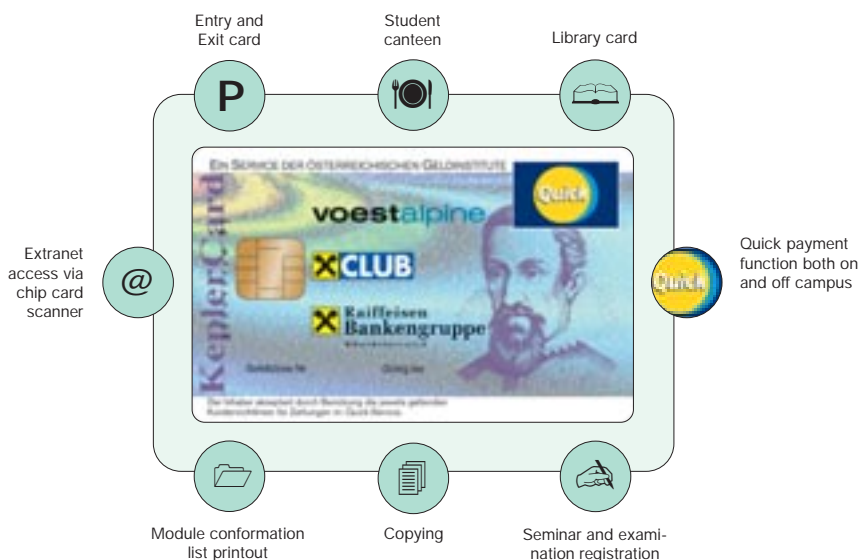
"The Keplercard is no longer a "project" and has become an ongoing administration process. The potential of a chip card has not yet been exhausted. Up until recently we only had ID cards for students and staff, but we are now able to issue "Partner cards"(Partners for Innovation). The next step is to practically implement a secure signature function for the Internet and extranet."

Factbox

- 1999 Johannes Kepler University Linz
- 2000 Studienzentrum Bregenz
- 2001 Mozarthum and Salzburg University
- 2001 University of Linz
- 2001 University of Innsbruck
- 2002 Mining University Leoben
- 2003 Donau University Klagenfurt
- 2003 TU and the University of Graz

Alongside the visible chip, the inside body of the card contains a contactless chip with integrated antenna. This functionality allows authorised access to laboratories, computer rooms and car parks. Additional functionalities such as Extra-net access are both useful and technically advanced. This allows all services offered at the University to be accessed via a home PC. The connection to the University follows the principal of eGovernment.

Detailed information on the Keplercard can be found at <http://www.uni-linz.ac.at>.



Some like it Hot

It was hot the whole summer long and not just in Austria! Markus Prancz and Erik Mitterhofer along with representatives from the card industry sought refuge in an air-conditioned Zurich hotel whilst attending the ICMA Workshop. The late summer heat also saw the Marketing department and the Employee Council invite all Austria Card employees to visit Vienna's Technical Museum. In total 30 people took up the offer. Despite the heat wave, no one at AC got burned, although our personal assistants took the opportunity to turn the yearly fire drill into a photo-shoot. Austria Card were even represented on Croatian television by our Marketing manager Max Paul, who was interviewed for an economy program whilst attending Smartcard 2003 in Opatija. "Klapa Krk" was the name of the ship-shape singing act that highlighted the evening event at Smartcard 2003.



Markus Prancz and Erik Mitterhofer in Zurich (left), Austria Card employees visiting the Technical Museum, (centre), the photo shoot during the fire drill, Annemarie Zinterl, Petra Nentwich and Christina Itze (bottom right), Marketing manager Max Paul during his TV interview (mid right), the wonderful Naval choir "Klapa Krk" (top right).

AUSTRIA CARD >> Event Calendar

Highlights 2003

October

27th to the 29th of October 2003

EBIF Frankfurt

Austria Card will be taking part in the conference that accompanies the EBIF (European Banking and Insurance Fair). More information can be found at www.ebif.com.

30th and 31st of October 2003

ID-Smart London

Austria Card can be found at "ID Smart" in London for the first time. Our experts will represent us at our stand to introduce the

company's comprehensive ID product portfolio. For more information visit www.ids-martconference.com

November

4th and 5th of November 2003

Digital Identity Forum

www.digitalforum.com

6th and 7th of November 2003

eGovernment Wien

www.avd.at

9th to the 12th of November 2003

ICMA EXPO in Cancun/Mexico

The ICMA (International Card Manufactu-

res Industry) votes, amongst other things, for the best looking cards produced in 2003. Austria Card has submitted four of their cards for the awards. www.icma.com

18th to the 20th of November 2003

CarteS in Paris

The biggest and most important card producers in the world meet annually at the CarteS. There is plenty for visitors to see at our new stand. www.cartes.com

9th to the 12th of November 2003

Karta 2003

A presentation on the theme of "Digital Signatures" will be given by Austria Card at the Polish card conference.



Mutter mit dem Kinde
Mischtechnik, 52 x 62 cm

Rote Regina. " The cardinal colour. The look of an opulent wine. Visual temptation number one: "I want to be taken in", in these colours the ripe wild berries "speak" to the roebuck dancing under the wood.

The red tones that Thomas Ebner chose for "Mutter mit dem Kind", do not belong to the spectrum of fresh blood, his signals are very different. The base of the painting emitting from the purple addresses the theme of the sublime eroticism of an "immaculate conception".

His work is a visual puzzle: the shading around the figures has the same effect that the halo around the moon has on an autumn night and simultaneously takes the form of a "second face". His "Mutter" is no "poor soul" but a powerful secret, a "Magna Mater". Her claim is not insignificant. She clearly intends to be dominating with her language of colours. Salve, Rote Regina!

Thomas Ebner painted "Mutter mit dem Kind" on jute fabric, the figures are formed by shoulder bones. Symbols that the creation of all material transcends and outlasts.

COMPETITION

Win one of 20 Pictures!

Fax to: +43 (0) 1 610 65-650

> **Company**

> **Name**

> **Address**

> **Telephone**

> **E-Mail**

The competition is open to all readers of this newsletter with the exception of Austria Card employees. The promoter's decision is final. By entering this competition you allow your data to be electronically saved at Austria Card. We do not pass this data onto third parties. The winner will be informed by us. Further correspondence regarding the competition cannot be entered into.

Think your way to clarity

This edition of Durchblick serves up a discussion point for this time of year. A visual argument, a projection screen if you will for reflective thought. Our previous featured works of art ("Brustbild" from Doris Schamp and "Identifikation" from Katharina Ralser) were snapped up without delay. "Mutter mit dem Kind" (Mother and Child) will no doubt become the third big success. Art lovers shouldn't waste any time as Durchblick readers have the chance to win one of twenty prints.

The printing facilities at Austria Card are state of the art. High specification techniques make it possible to reproduce all the sensitivity of a painting to the highest quality. If you would like a beautiful and valuable piece of art for yourself, then simply send an email with the word "ebnerbild" in the subject line to cassandra.zwerina@austriacard.at, or fax

this article to Austria Card on + 43 (0) 1 610 65-650. With a bit of luck a print of "Mutter mit dem Kind" will be winging its way to you.



Thomas Ebner

Biography

- 1967** Born in Vienna
- 1986** Matura (High School qualifications)
- 1987 - 1991** Graphical HBLVA, Vienna
- until 1993** Commercial artist
- since 1995** Freelance Artist based in Vienna