

**The “HONEYTOUCH SELECT” IC card based marketing service is made compatible
with NFC!**

Making possible services for various NFC compatible IC cards

“HONEYTOUCH SELECT” is a marketing service from Toppan Printing Co., Ltd. (hereafter Toppan Printing; Head office: Chiyoda Ward, Tokyo; President & CEO: Naoki Adachi) and Synergymedia, Inc. (hereafter Synergymedia; Head office: Shinagawa Ward, Tokyo; President & CEO: Shoichi Sato) that supports member acquisition, creation of contact opportunities and customer analysis through the use of contactless IC cards. The two companies have now jointly developed a new service whereby Near Field Communication (NFC) (*1) is possible. This means that the service can be used with contactless IC cards other than the FeliCa (*2) type and a broad ranging service can be offered. Sales of this service will begin in the spring of 2009, mainly targeting the distribution industry.

Synergymedia has provided the “HONEYTOUCH” service since 2007. The service enables functions such as the awarding of points and issuing of coupons simply by holding FeliCa type IC cards, which are used for IC transport cards and electronic money, over a terminal. In October 2008, Toppan Printing and Synergymedia jointly launched sales of “HONEYTOUCH SELECT”, with which it is possible to adjust card differentiation settings in response to the needs of card service companies.

With the NFC function now added to HONEYTOUCH SELECT, it can be used with a range of other types of contactless cards in addition to FeliCa type cards. These include the Mifare (*3) type cards used widely in areas such as Europe and the TypeB cards employed for the Basic Resident Register card in Japan.

Together with compatibility with NFC, FeliCa differentiation functions will be enhanced. This will make a more detailed service possible with more precise differentiation of FeliCa cards, such as reading of ID numbers on the cards and the offering of services to specific IDs.



An example of HONEYTOUCH SELECT in use

Background

FeliCa type contactless cards have mainly been used for applications such as IC transport cards and electronic money, and use has increased significantly in recent years. As the market has expanded, use of other types of card, such as the Mifare type used widely overseas and the TypeB used as a public card in Japan, has also increased.

Enhanced functions

The main enhanced functions are as follows:

1. The IC card reader/writer and included software have been upgraded to be NFC compatible. Use is now possible with Mifare and TypeB cards in addition to FeliCa type.
2. With the software upgrade, it will be possible to offer even more detailed differentiation of ID information for FeliCa type cards.

The roles of the two companies

Toppan Printing: Development of NFC function, sales of service, maintenance

Synergymedia: Provision of equipment, provision of ASP service and communication environment, sales of service, maintenance

- *1 NFC is a short distance wireless communication standard that uses a frequency of 13.56MHz.
- *2 FeliCa is a technology developed by Sony Corporation and a registered trademark of Sony Corporation.
- *3 Mifare is a registered trademark of NXP Semiconductors.

Important Note: This item is not available for sale in the United States at this time. For more information, please contact Nori Fuji at 732 469 8400 ext 2501.