

Tyfone Wins 2010 Asia Pacific Smart Card Association Award for its Contactless/NFC innovation and implementation

Tyfone's SideTap and u4ia contactless payment platform wins recognition for compatibility with the widest number of mobile handsets.

PORTLAND, Oregon – September 27, 2010 – Tyfone (www.tyfone.com), the leader and pioneer in near-field communication (NFC) enabled Memory Cards for mobile financial services, announced today that the company was given an award in the category for “Widest Handset Coverage and Contactless Compliance” at the Asia Pacific Smart Card Alliance’s APSCA first forum on alternative NFC mobile payment solutions, recently held in Taiwan.

“Tyfone’s goal has been to make contactless payment technology accessible for consumers anywhere in the world. We are doing so without compromising the memory space available in the card; and making the technology available in multiple mobile platforms and on multiple devices” said Prabhakar Tadepalli, Tyfone’s managing director for APAC, who accepted the award.

“Receiving the recognition for our innovation from an important international industry organization at a conference specifically targeted for alternative NFC solutions is significant. Tyfone was chosen by industry peers and thought leaders based on their evaluation of various technologies available in the market. The technology was appraised based on its implementation schemes and the overall breadth, capability and viability of the solution. Tyfone wants to make contactless payment a reality for people everywhere, without having them buy new phones, change financial institutions or change their shopping behavior. We’re very proud to have members of APSCA and industry leaders substantiate our approach.”

Tyfone won for its SideTap™ memory card technology, the world’s first to fully integrate NFC contactless card payment capabilities with a MicroSD memory card. There are hundreds of millions of phones with compatible MicroSD card slots already in use around the world. The SideTap MicroSD card contains an onboard controller that manages secure, over-the-air (OTA) capabilities allowing consumers to add multiple payment and identification options, creating a true mobile wallet. Because the SideTapMicroSD card also retains all its memory card functions, consumers can also use them to store documents, photos, videos, music or other files.

The APSCA awards were the culmination of the two-day forum on “Alternative NFC Mobile Payment Solutions & Bridging Gaps in the Ecosystem” organized by the APSCA, and endorsed by the NFC Forum and supported by the Committee of Communications Industry Development of the Ministry of Economic Affairs of Taiwan.

This forum was the first opportunity for organizations planning NFC mobile payment products and services to compare and contrast different approaches to add-on alternative solutions that can “NFC- enable” existing mobile phones.

About APSCA

The Asia Pacific Smart Card Association (APSCA) is a non-profit, independent association for organizations in the smart card industry in the Asia Pacific region. The Association delivers information, consultancy, guidance and networking to corporations and government organizations, including smartcard scheme operators and suppliers. Visit APSCA at www.apsca.org .

About Tyfone:

Founded in 2004, Tyfone's corporate headquarters are in Portland, Oregon, and its Asia-Pacific headquarters in Bangalore, India. Tyfone connects money and mobility via a highly secure, scalable and flexible mobile financial services solution tailored to meet the evolving needs of consumers, financial institutions, mobile network operators, transportation companies, and retailers. Operating in any standard memory card slot, Tyfone's u4ia® platform and its companion SideTap™ memory card is the world's first patented, neutral and comprehensive memory card-based payments solution with for mobile contactless payments. Tyfone and its partners enable a suite of services including Mobile Banking, Mobile Identity Management, Mobile Remote Payments, Mobile Retail Services and Mobile Contactless Payments. For more information visit: www.tyfone.com.

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