



ACS Wins Best Loyalty Programme in Smart Awards Asia 2015



AFC Solutions for Metro

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ACS won the Best Loyalty Programme Award in Smart Awards Asia 2015 on 22 April in Suntec Convention and Exhibition Centre, Singapore.

Smart Awards Asia recognizes excellence in the smart card, payment, and retail industries. ACS's winning entry is e-PLUS Tap to Pay (e-PLUS), a loyalty, payment, and Automatic Fare Collection (AFC) system developed based on NFC (Near Field Communications) technology for SM Prime Holdings Inc., the largest mall operator, developer, and retail company in the Philippines.

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ACS Launches Smart Card Reader Module Product Line

ACS launched the smart card reader module product line. The new product line, currently containing 5 individual products, elevates flexibility for a diverse array of applications, while providing high-level security.

The smart card reader module line is designed to be integrated into embedded systems, which include, but are not limited to: smart card readers, ATM machines, kiosks, and gaming machines. Contact and contactless reader modules are both offered under this product line.

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ACS Discusses EMV in Cards & Payments Asia 2015

ACS participated in Cards & Payments Asia 2015, which was held from 22 to 23 April, in Singapore. Michael Chan, Assistant Product Marketing Manager, conducted a presentation entitled, "What Makes Migration to EMV a Smart Bet for the Banking Sector." Michael presented business cases to demonstrate the impacts of EMV in an organization. He emphasized, however, that EMV deployment is more than a matter of buying new technology; it is also a matter of finding suitable resources and partners.

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About ACS

Advanced Card Systems Ltd. (ACS, wholly owned subsidiary of Advanced Card Systems Holdings Ltd., SEHK: 8210), founded in 1995, is Asia Pacific's top supplier and one of the world's top 3 suppliers of PC-linked smart card readers, as well as the winner of the Product Quality Leadership Award for Smart Card Readers from Frost & Sullivan. In 2010 and 2014, ACS was listed in Forbes Asia's "Best Under a Billion", an inter-industry list comprised of 200 top-performing publicly listed companies in the Asia-Pacific, with sales between US\$5 million and US\$1 billion. ACS develops a wide range of high quality smart card reading/writing devices, smart cards and related products and distributes them to over 100 countries worldwide. Visit ACS at <http://www.acs.com.hk>.



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