

Frost & Sullivan Awards ACS for Smart Cards Product Quality Leadership**Date Published:** 30 Nov 2009

Singapore, November 30, 2009 - Advanced Card Systems Ltd has been awarded the 2009 Asia Pacific *Frost & Sullivan* Product Quality Leadership Award for Smart Card Readers.

Frost & Sullivan's best practice awards honors the region's top-class companies with the most coveted titles in leadership, technology, strategy and innovation excellence. The awards recognise outstanding performances by companies in the industries of information communication technologies, healthcare, electronics & security, industrial automation & process control, energy & power systems, environment & building technologies, chemicals materials and food, as well as new and emerging technologies across these industries. The awards seek to showcase best practices in the industry segments, which are synonymous with *Frost & Sullivan's* in-depth analysis and coverage of these industries.

In selecting the Award recipient, the analyst team tracks all products and research and development projects within the industry. This is accomplished through interviews with market participants, end-users, distributors, and extensive secondary and technology research. Products are compared and ranked on the industry's quality standards. *Frost & Sullivan* then presents this Award to the company with the number one rank in product quality.

An integral key differentiator to ACS business model is the company's ability and conviction in tracing and monitoring its products after sale. This allows ACS to be in direct touch with the market, to monitor and analyze the working of its products and if need be, improve on its product offering. The root cause analysis by the company allows our customers to experience a truly end-to-end solution experience that does not end at the sale of the product, and allows ACS to truly be an end-to-end solution provider for any customer in the smart cards reader market. It also allows Advanced Card Systems Ltd to implement best practices in the development and operation of its product.

Advanced Card Systems Ltd (ACS) key products that perform to the highest of the industry's standard, coupled with the extra mile the Company goes to provide key after sales service that enables the customer to always be ahead of its competitors has allowed it to maintain its stronghold over the smart cards readers market in the Asia Pacific region. The ability of to translate its core values in providing products and services of the highest quality and converting them into business gains has allowed Advanced Card Systems Ltd the company to be positioned ahead of many of its competitors. The company's perseverance and dedication in manufacturing high quality products and in achieving total quality and enhancing customer experience make Advanced Card Systems Ltd the worthy recipient of this Award.

"Advanced Card Systems Ltd has been able to deliver products and services of the highest quality over the years in response to the changing market dynamics. The continual growth in terms of market penetration and technology innovation is a testament to the company's core values and has allowed the company to be one of the market leaders in the smart card readers market" says Navin Rajendra, Senior Research Analyst - Smart Cards & Auto ID, Electronics & Security, *Frost & Sullivan*.

One of ACS's flagship products, the ACR88, has already received numerous accolades and was chosen by the World Olympians Association (WOA) to secure its events in the 2008 Beijing Olympics. The product has numerous features and capabilities that meet major industrial standards, ensuring safe and compatible operations. Products that conform to these standards have enabled the company to be the leading supplier of smart card readers in the Asia Pacific market.

In addition to this flagship product, one decisive product offering that allows ACS to stand ahead of its competitors is the company's ability to provide customized solutions for their customers. This ability allows ACS to design and develop new products that allow its customers to stand out against competitors whilst still providing an end-to-end solution.

The ACR122 allows for interoperability for different applications and is also perfect for both secure personal identity verification and online micro-payment transactions. With the ACR122 reader, the customer is able to process e-payment, e-ticketing for events and mass transit, toll road fare collection and network authentication. In addition to this full-sized form, the ACR122 is also available in a small "module" form for easy integration onto other devices, such as POS (point-of-sale) terminals, physical access control devices and vending machines.

In an industry where the best-in-class practices have been cemented only for resolving the product quality issue, ACS has differentiated itself from its competitors by being proactive. The company strives to prevent the quality issue in the early stages of design and during the transition to manufacturing

"I am so delighted that ACS is honoured and our product quality is well-recognised in the industry. This achievement has proven ACS's determination and dedication in developing and





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supplying high quality products," said Patrick Chu, Engineering Manager of ACS. "In addition, I would like to thank our engineering, production and operation teams who always keep a straight and high standard in the product quality assurance."

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 number one supplier of PC-linked smart card readers. One of a select group of global companies at the forefront of the smart card revolution, 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.

A leader in the smart card industry, ACS has the technology, expertise and global resources to facilitate an easier adoption of smart card applications in different industries across the globe. <http://www.acs.com.hk>

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry. awards.frost.com

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