

TI CardBus: The Enabling Technology for an E-Commerce-Ready, Secure Laptop



Texas Instruments and Gemplus Collaborate to Expand SmartCard Reader Technology to the PC Market

Texas Instruments' UltraMedia™-enabled CardBus controllers allow mobile PCs to easily use multiple flash memory cards and SmartCards with a simple, low-cost passive adapter. Now TI announces a collaboration with Gemplus for a new generation of CardBus products providing built-in SmartCard reader capability based on Gemplus' Gemcore® technology for notebook computers.

From access control to e-purses, from network security to identification, SmartCard solutions bring secure, digital authentication and authorization. Using SmartCard technology, electronic information can be securely accessed and exchanged. SmartCard applications can be downloaded and modified remotely, without the need for card re-issuance, providing convenience for users, along with data portability and security.

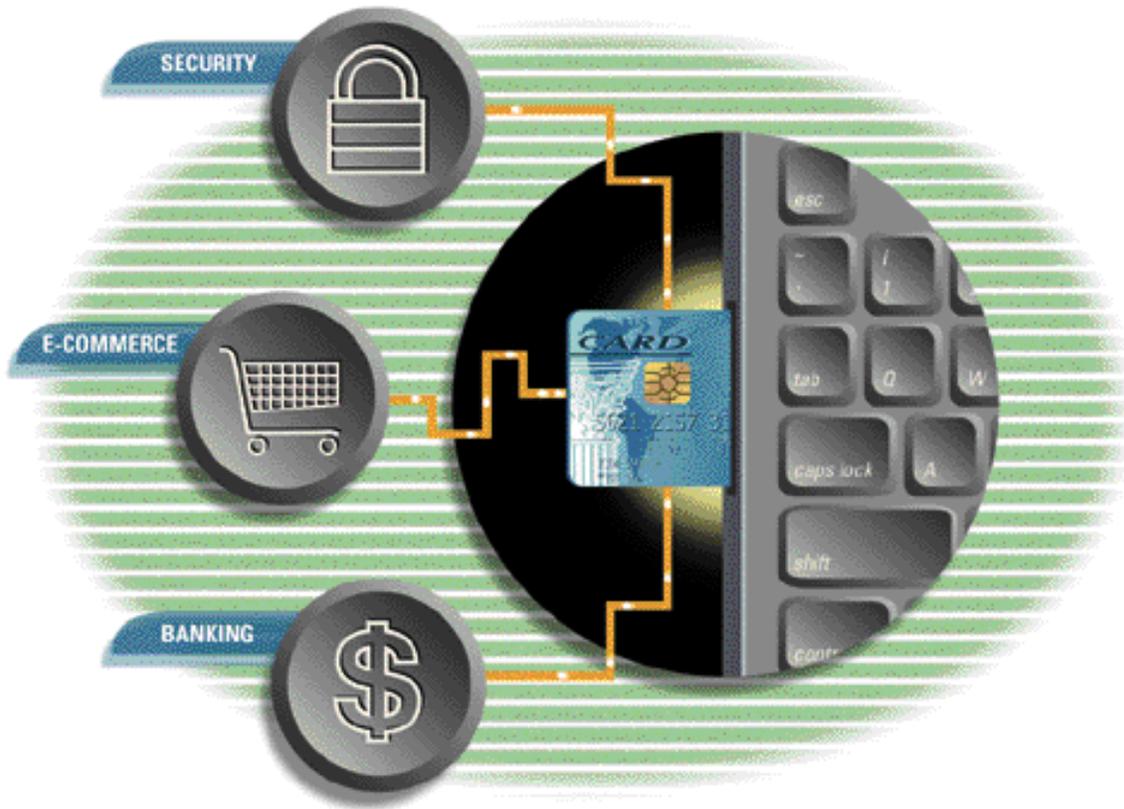
The TI Gemcore-based products will be compliant with all major industrial and banking standards, including EMV (Europay MasterCard Visa), a set of global specifications for cards, terminals and applications to facilitate global SmartCard transactions for debit and credit; PC/SC; and Microsoft® WHQL-compliant SmartCard interface technology.



Initial applications for the Texas Instruments/Gemplus technology will include:

- **Mobile PC security:** SmartCards make information readily available to those who need it while at the same time protecting the privacy of individuals and keeping their informational assets safe from unwanted intrusions. SmartCards enable secure logon and authentication of users to PCs and networks; storage of digital certificates, credentials, and passwords; and encryption of sensitive data.
- **E-commerce:** The SmartCard builds a network of trust, guaranteeing strong authentication and authorization for businesses and consumers to make secure purchases online.
- **E-banking:** Providing online security for banking transactions, SmartCards are used for debit/credit services, secure online payments and loyalty promotions.

Looking to incorporate the next-generation security technology that will give your laptop a competitive edge? Connect with TI.



TI Worldwide Technical Support

Internet

TI Semiconductor Product Information Center Home Page

www.ti.com/corp/technical_support.htm

TI Semiconductor KnowledgeBase Home Page

www-k.ext.ti.com/sc/knowledgebase

Product Information Centers

Americas

Phone +1(972) 644-5580
 Fax +1(214) 480-7800
 Internet/Email www-k.ext.ti.com/sc/ampic

Europe, Middle East, and Africa

Phone
 Belgium (English) +32 (0) 27 45 55 32
 France +33 (0) 1 30 70 11 64
 Germany +49 (0) 8161 80 33 11
 Israel (English) 1800 949 0107
 Italy 800 79 11 37
 Netherlands (English) +31 (0) 546 87 95 45
 Spain +34 902 35 40 28
 Sweden (English) +46 (0) 8587 555 22
 United Kingdom +44 (0) 1604 66 33 99
 Fax +(49) (0) 8161 80 2045
 Email epic@ti.com
 Internet www-k.ext.ti.com/sc/epic

Japan

Fax International +81-3-3344-5317
 Domestic 0120-81-0036

Internet/Email International www-k.ext.ti.com/sc/jpic
 Domestic www.tij.co.jp/pic

Asia

Phone
 International +886-2-23786800
 Domestic Local Access Code TI Number
 Australia 1-800-881-011 -800-800-1450
 China 108-00-886-0015 -
 Hong Kong 800-96-1111 -800-800-1450
 India 000-117 -800-800-1450
 Indonesia 001-801-10 -800-800-1450
 Korea 080-551-2804 -
 Malaysia 1-800-800-011 -800-800-1450
 New Zealand 000-911 -800-800-1450
 Philippines 105-11 -800-800-1450
 Singapore 800-0111-111 -800-800-1450
 Taiwan 0800-006800 -
 Thailand 0019-991-1111 -800-800-1450

Fax 886-2-2378-6808
 Email tiasia@ti.com
 Internet www-k.ext.ti.com/sc/apic

Important Notice: The products and services of Texas Instruments Incorporated and its subsidiaries described herein are sold subject to TI's standard terms and conditions of sale. Customers are advised to obtain the most current and complete information about TI products and services before placing orders. TI assumes no liability for applications assistance, customer's applications or product designs, software performance, or infringement of patents. The publication of information regarding any other company's products or services does not constitute TI's approval, warranty or endorsement thereof.

Real World Signal Processing, the red/black banner and UltraMedia are trademarks of Texas Instruments.
 The Gemplus logo and Gemcore are trademarks of Gemplus S.C.A. Corporation France.
 Microsoft is a registered trademark of Microsoft Corporation.
 Other trademarks are the property of their respective owners.

B032102