

World leading CARTES exhibition to take Paris by storm in early November

Friday, October 13 2006



Smart card and identification technologies on display for the world to see at the industry's biggest and best event

What's in a card? Well, apparently plenty, judging from what's ahead at this year's CARTES scheduled for Nov. 7-9 in Paris at the Paris-Nord Villepinte Exhibition Centre.

"An 'Innovative Card Design' Exposition will disclose the latest card shapes, design, colors. You will discover how different a card can be," said CARTES General Commissioner Sophie Lubet.

In partnership with AFPC (the French Association of Card Manufacturers and service bureau) this exposition will focus on the trend toward customization, to make one card stand out from another. Banks have led the way. **Now, with boosts from card manufacturers plus improvements in technology, innovations include transparent, fluorescent, perfumed, tactile, lenticular, and 3D or holographic cards in addition to unique shapes and custom-made backgrounds.**

According to the conference program: "Cards that are shaped as chocolate bars or combs, designed for women, for 16-25 year-olds or for soccer team supporters ... Is this a fashion fad or a long-lasting trend? Is this an evolution or a real revolution? ... Cards are indeed becoming more and more a communication tool, a sign of belonging and a powerful marketing tool."

"This is one of many exciting features of the CARTES 2006 edition," said Ms. Lubet.

Last year for its 20th anniversary show, CARTES attracted 411 exhibitors and 18,468 visitors from 134 countries. Even more are expected this year, said Ms. Lubet, including 450 exhibits, marking the 2006 edition of CARTES the largest yet.

"Visitors will meet more exhibitors this year," said Ms. Lubet. "That means more products and services, more innovations, more networking and more business opportunities." The special World Card Summit will be "dedicated to the banking sector and its latest developments and changes," she added.

Why should someone attend?

"Because CARTES is widely recognized as the world's largest show dedicated to smart card and identification technologies," said Ms. Lubet. "Moreover, its Sesames Awards, the most coveted contest in the industry, highlight the innovations which will make the future!"



Another reason, she added, is CARTES' "high-level Congress that offers some 20 conferences about the latest issues..." About 200 speakers from around the world will participate this year. There will also be an opening session, "the World Card Summit," featuring CEOs from major card companies delivering their vision for the future. Based on the success of last year's summit, it has been