

# PRESS RELEASE

## **AdvanIDe: Independent supplier of silicon to the RFID markets takes up operations**

### **ACG Identification and ACG Distribution consolidated under new company AdvanIDe – Focus on silicon distribution to RFID and chip card markets**

**Singapore, June 4<sup>th</sup> – Effective June 1<sup>st</sup>, 2007 AdvanIDe, an independent distributor of silicon for the Radio Frequency Identification (RFID) and chip card markets has taken up operations. AdvanIDe focuses on the supply of semiconductors for the use in RFID and chip card products and will be a prime partner for manufacturers of IC cards, transponders, tags and RFID readers. AdvanIDe is part of ASSA ABLOY AB, the global leader in door opening solutions. The new distributor is headquartered in Singapore with offices in the US, Europe and the Asia Pacific region.**

AdvanIDe will take over all silicon distribution and sales activities of the former ACG Distribution GmbH and ACG Identification companies while discontinuing all trading activities in finished goods. ACG will cease to exist as a legal entity and has become a brand of ASSA ABLOY Identification Technologies, one of the leading providers of products and services in the RFID market that emerged from the merger of ACG Identification Technologies, OMNIKEY, Sokymat, VisionCard and Novacard do Brazil.

“AdvanIDe stands for ‘Advanced ID Electronics’ and has been established in order to address manufacturers of RFID tags, chip cards and readers with a complete portfolio of components ranging from wafers, to IC modules and reader ICs”, says Holger Roessner, President of AdvanIDe. “We will continue the tradition of ACG Distribution to work closely with the most significant silicon suppliers worldwide providing a whole range of value added services to the industry.”

#### ***About AdvanIDe – Advanced ID Electronics***

AdvanIDe is a global leader in the distribution segment of semiconductors for RFID and chip card applications. The company focuses on the provision of silicon to manufacturers of RFID tags, IC cards and readers and has a global network of sales offices and co-operates with leading silicon suppliers.

AdvanIDe’s mission is to provide its silicon partners the leading platform and organization to improve their position in each market segment of their Identification and Chip Card business and to deliver superior support in terms of technical knowhow, supply chain management and cost leadership to the distribution customers.

For more information, please visit [www.advanide.com](http://www.advanide.com)

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