

Around 5 000 sites in the world are equipped with SkiData physical access control solutions



## Public Access

Technological innovations, value-added services, expansion into new markets: the dynamic unit again posts excellent results.

## SkiData: 30-year anniversary in 2007

Following a historical fiscal year 2006, SkiData again achieved record results in 2007, a year symbolically important for the company which celebrated its three decades of existence.

A few years ago, SkiData reviewed its structures as well as its product portfolio and geographic expansion strategy. As a result, the company has been reaping the rewards of its efforts since 2006, successfully pursuing its new strategy.

Today, in many markets, SkiData is a leader and a reference in the physical access control sector.

### SkiData milestones

<b>1977</b>	Founding of SkiData First ticketing system for ski resorts
<b>1988</b>	First car park management system
<b>1991</b>	Entry into Trade Fair and Exhibition market
<b>1997</b>	Entry into Stadium and Arena market
<b>2001</b>	New owner: Swiss-based Kudelski Group
<b>2005</b>	Introduction of the universal ticket coding unit Coder Unlimited
<b>2006</b>	Launch of the revolutionary Freemotion system for Mountain Destination Record financial results Entry into new markets outside Europe
<b>2007</b>	Company 30-year anniversary Numerous technological innovations Strengthened presence in Asia and North America

### Creating value through services

From a company manufacturing access systems addressing specific market segments, SkiData has developed into a provider of global turnkey solutions capable of creating new revenue opportunities for operators.

SkiData's solutions are built around a common platform that can be customized according to the needs of operators and markets. As a central element of the system, access control acts as a hub that coordinates many features and manages their interactions. In addition, the modular approach allows SkiData to offer solutions combining different segments such as ski/parking for example.

As a result of a product strategy strongly focused on market requirements, SkiData has managed to expand its presence outside its traditional territories and to penetrate new markets.

### 2007 – Proliferation of projects throughout the world

SkiData has made a remarkable breakthrough in India, with contracts for the installation of parking solutions for two major airports. Other projects are underway and are expected to come on stream in 2008. These deals come one year after establishing a structure in that market through a partnership.

In the Mountain Destination sector, new business has been obtained in South Korea, a market which the company entered in 2006, as well as in Japan.

In North America, SkiData has continued to progress with important new projects being carried out especially in parking systems for airports. This segment is where the strongest growth is expected in this market for 2008.

Successes in this market also include the completion of eight major amusement parks being equipped with fully integrated visitor management solutions.

In the Mountain Destination sector, SkiData is preparing to launch new access solutions combining the revolutionary convenience of the Freemotion gate with the ticket processing and guest management power of the Handshake software, in order to exploit the potential of this market with the most efficient solutions. Future plans call for the extension of these solutions to other segments as well.

In Latin America, SkiData has made a promising first step in Mexico by equipping the car parks of two of the largest shopping malls in the country.

SkiData continues to grow in the South African market, a country that will host the 2010 FIFA World Cup. A first contract was signed in 2007 with this event in view.

In Europe, SkiData's traditional market, new deals were made and relationships with existing customers reinforced. SkiData plans to open an office in Moscow in the near future to handle the surge of activity in Russia and in the Ukraine. In the Car Access sector, SkiData has acquired the Belgian company PACT (Parking Access Control Technology).

Nagra Public Access market structure

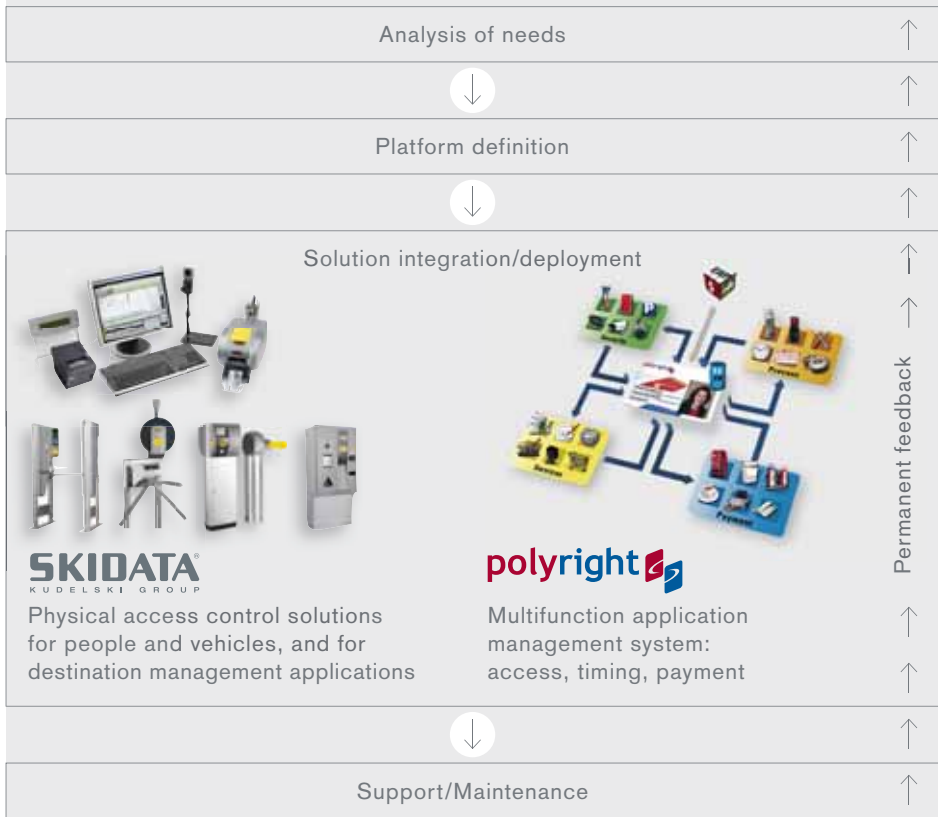
Types of customers

↓

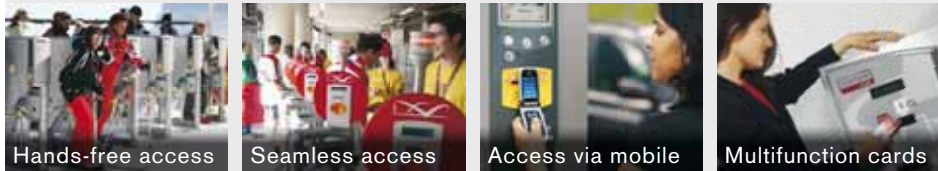


Solutions and services

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Consumers



## Customer expectations

Manage access of flows of people and vehicles to public or private sites, for commercial or security reasons



Benefit from solutions designed to manage even the most complex environments



Maximize the return on investment



## Kudelski Group added value

Global turnkey solutions for all types of applications

Systems with modular architecture to address the most specific needs

Minimizing operating costs: solutions and services enabling operators to create new revenue sources

Benefit from all the competencies necessary to optimize the project



Ease of integration with existing platforms, for example with ticketing services



Multiple reservation channels for enhanced marketing



Management and monitoring of users (statistics, targeted offers, etc.)



Consulting services, proven expertise, project management

Ability to interface with various ticketing systems

Multi-channel reservations: through the Internet, mobile phone, call center

Very flexible platform allowing the integration of a whole range of business models

Solutions making users's lives easier and enabling dynamic and creative marketing



Multiple, flexible and rapid purchase and payment systems



Nice design creating a positive image for the operator



Freedom and comfort in making reservations and accessing the site in a direct way

Technologies allowing transactions to be made through various channels and using various media

Innovative products often awarded innovation prizes

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## Car Access segment

### Airports

SkiData has successfully maintained its leading position in this area despite fierce competition.

### New installations

India	Bangalore Airport Hyderabad Airport
US	Burbank (Bob Hope Airport) in California
Canada	London and Edmonton Airports, Ontario
Germany	Renewal of the installations at Munich airport, SkiData's client since 1992
UK	Extension of installations at the new Terminal 5 of London-Heathrow SkiData's client since 1990

SkiData's parking access solutions already equip the airports of Hong Kong (China), Dubai (United Arab Emirates), Glasgow (Scotland), Lille (France), Zurich (Switzerland), Amsterdam (Netherlands) and several cities in North America.

**Car Access has posted results exceeding forecasts. SkiData's parking management solutions enjoy very high brand recognition throughout the world**

### Value-added parking management solutions

Increasingly, operators require parking management solutions that come with enhanced services attractive to users: license plate recognition, valet service, systems integrating stores' customer cards, etc.

SkiData systems respond to these requirements and allow customization of the installation according to specific regional needs. These characteristics are the key to their success on the markets.



Yamagata Zao Onsen, Japan

**In Japan, Mount Zao, the second largest ski area, has chosen SkiData systems to manage all of its operations organized in a pool. Other projects are under discussion for this market.**

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## People Access segment

### Mountain Destination

In Europe, with a mild winter and snow scarce, demand in the Mountain Destination segment declined slightly in 2007. However, despite a relatively stable global market, SkiData has managed to make significant progress with installations at prestigious sites in Germany (Allgäu), France (Aravis, Alpe d'Huez, Les Deux Alpes) and Italy (Courmayeur).

SkiData continued its expansion outside Europe in 2007 by conducting large-scale installations in South Korea. Two resorts have chosen to acquire Freemotion access solutions which will be the first of this type to be deployed in the Asia/Pacific region.

### Stadiums and Arenas

Many new successes have been achieved by SkiData in this segment. Thanks to the recognition enjoyed by its brands throughout the world, SkiData is seen as a privileged partner in equipping high profile international events:

- Euro 2008: stadiums in Basel, Vienna and Innsbruck
- Football World Cup 2010: Orlando Stadium in South Africa
- Italy: ten installations meeting the new safety standards for stadiums
- China: Tianjin Olympic Center Stadium, Beijing

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## Technological innovations

SkiData continued the strategic step-by-step renewal of its entire product portfolio to address current and future market demand with tailored overall solutions. The first new-generation products developed on this basis include the Freemotion open-gate technology for ski resorts and the Easy.Cash pay-on-foot machine. Both products have enjoyed remarkable worldwide market success from the beginning.

In 2007, various applications were developed in conjunction with the new, overarching technical platform designed to serve as the basis for all SkiData solutions. These applications include:

### Web Shop/Web Suite

In view of the growing importance of the Internet as a sales channel, operators increasingly rely on the ability to make their product and service offerings available for purchase over the Internet. To meet this demand, SkiData has developed the "Web Suite", a new line of web-based sales applications that include a ready-to-use default web shop structure that customers can modify and run according to their needs. SkiData also offers hosting of the web shop on customers' behalf.

### DTA

DTA (Direct To Access) is a service concept introduced by SkiData some six years ago. It allows end consumers to purchase their access permissions (ski passes, for example) over the Internet and to book them directly on their previously purchased data carrier (e.g. their credit card for example) equipped with a SkiData chip. As a result, they get immediate lift access upon arrival at the resort. The pass purchased is downloaded from the gateway directly onto the card the first time the skier passes through.

Already implemented in the Mountain Destination segment, these technologies will also shortly be introduced in Car Access applications.

### NFC

As a Principal Member of the NFC (Near-Field Communication) Forum, SkiData continued its support in the definition and marketing of the NFC technologies that allow short distance reading of data contained on mobile phone chips. All of the latest SkiData devices will support NFC, which will see its official market launch as well as numerous pilot projects and installations in 2008.

### Strategically important certification

SkiData's latest Car Access software release has been certified to comply with the strategically important PCI DSS (Payment Card Industry Data Security Standard) credit card security standard which was developed by the major international payment brands. This certification is a business-critical requirement especially in North America and has motivated many customers to upgrade to the latest release, a trend that will continue well into 2008.

The Swiss group Securitas, a global leader in physical security, acquired in January 2007 a 50% stake in polyright SA. This strategic alliance allows polyright to access international distribution networks as well as the technical skills of the Securitas Group. The past year has enabled efficient collaboration to be organized between polyright and Securiton and Bixi – two Securitas subsidiaries whose activities are complementary to polyright's business.

Additionally, the polyright solution is distributed in Austria and Germany by branches of the Securitas Group. This harnessing of synergies gives polyright rapid access to new markets.

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## Rights management and electronic banking platform

polyright introduced in 2007 a new version of its multi-function smart card solution. As a result of its flexibility, its openness towards management systems, and its ease of use, the polyright solution is particularly appreciated in the education and health sectors as well as in enterprises.

Student cards – the polyright solution has been deployed in many schools and universities. In 2007, the University of Zurich and the Swiss Federal Institute of Technology of Zurich chose a polyright system, while the Swiss Federal Institute of Technology of Lausanne, already equipped with a polyright solution, extended the functionality of its system.

Patients' cards – Patients and employees of a clinic or a hospital appreciate being able to access services such as telephony and electronic payment by means of a secure card. In 2007 the Hirslanden Group extended its physical access control and parking management system to telephony.

Employee cards – Within a firm, the management of the rights associated with each collaborator needs to rely on an efficient, easy to use and flexible system. At the world headquarters of Philip Morris International, integration of the polyright system with the facility management and print management systems as well as overall system control by polyright leads to significant cost savings.