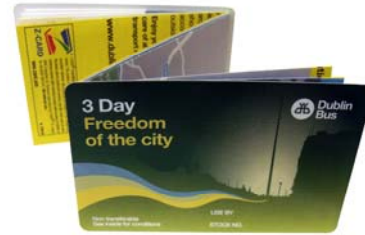


## PRESS RELEASE

10<sup>th</sup> February 2010



### NEW SMART Z-CARD® LAUNCHED FOR DUBLIN BUS

**Magnadata International the leading supplier of smart ticketing has launched the first smart Z-CARD®, combining a smart ticket and a destination map, for Dublin Bus, Ireland. The innovative new smart Z-CARD®s deliver communications in a compact, retainable credit card sized format combined with a Freedom Ticket.**

The Dublin 3 day Freedom Ticket Z-CARD® is now available for purchase from tourist offices, airport information desks, and newsagents across Dublin. Tourists simply hold the smart Z-CARD® to a smartcard reader on the bus to activate their pass for a 3 day (72 hour) period.

“The smart Z-CARD® offers the convenience of a ticketing solution combined with information to help tourists find their way around Dublin” says Chris McCormack, Commercial Manager for Dublin Bus Company. “We wanted to offer an all-in-one compact, portable solution combining travel ticket and information and are very excited about the initial positive response from visitors to Dublin who have used the new style 3 day Freedom Ticket.”

Magnadata International has worked closely with Z-CARD® to develop the manufacturing processes to create this new innovation for Dublin Bus. The smart Z-CARD®s contain a Mifare® **Ultralight** chip that is initialized when held to a reader the ticket automatically deactivates.

Magnadata International Director John Wise says “the new product opens up a wide range of communication possibilities with the combination of a smart ticketing option and Z-CARD® providing one compact solution for travellers.”

#### Notes to Editor:

**Magnadata International is one of the World leading suppliers of lo-cost smart ticketing for transportation, leisure and special events. They can supply a range of products some of which have been specially developed to suit specific needs as most customers require a range of passenger transport tickets i.e. tourist cards, weekly, monthly or annuals.**

**We can insert any chip technology that is commercially available these currently include, Mifare Ultralight, my-d move, Jewel, SRT and SRIX.**

#### For all smartcard enquires contact:

Mr John Wise, Divisional Director of Magnadata Int.  
Phone: +44 1205 591132  
Email: [jwise@magnadata.co.uk](mailto:jwise@magnadata.co.uk)

#### For all media enquiries contact:

Rachel Blair, Z-CARD® Assistant Marketing Manager  
Phone: 0207 801 3795  
Email: [rachelb@zcard.com](mailto:rachelb@zcard.com)