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PRESS RELEASE

Smart x central intelligence, in partnership with Technews Publishing, is proud to announce the launch of the inaugural Card X Conference & Exhibition 2009.

Cape Town, 9 March 2009 - The Card X event is aimed at serving the card industry by providing a platform for expert presenters from both government and industry, with an anticipated 150+ conference delegates and a sizeable exhibition of up to 30 of the industry's leading players to attract a large, targeted external visitor base.

This event, to be held in Johannesburg on 20th & 21st August 2009, will break new ground in terms of content, pricing, quality and networking opportunities. The cutting-edge conference programme will be packed with invaluable advice, case studies, analysis, live demonstrations, and even 'controversy'.

Card X is hosted by smart x central intelligence and Technews Publishing. Both parties have extensive knowledge of the uses and applications of cards having worked in complementary spheres of the industry and have recognised the need to host an exclusive event on the subject matter in South Africa. By jointly hosting the event, they aim to provide delegates with an holistic view of the technology, its various guises, applications and best practice advice for adoption in the future.

A major component of this exciting event is the exhibition, which will be loaded with the industry's leading companies and will be visited by top quality and highly relevant visitors. The exhibition floor will cover every aspect of the card business, from smart cards to contactless cards and from traditional payment systems to innovative technologies for the future.

Innovative pricing

Whilst bringing delegates, exhibitors and visitors to an event that will be unparalleled in terms of the quality of its content, the organisers will be introducing a revolutionary low-cost pricing strategy, which will turn traditional conference pricing on its head.

This event will have conference passes for as little as R1 500 ex Vat. The concept is simple - the earlier you sign up to attend the less you will pay for your conference pass.

As conference attendance is taken up, the cost will increase. However, even if delegates miss out on the lowest rates, the top priced pass will still be well below the standard price of comparable events. The exhibition will offer unrivalled access to a top quality audience at a leading venue and at a highly competitive fee. All our exhibitors will enjoy the conference catering facilities and service and be entitled to a complimentary seat at the conference, ensuring that they are able to take advantage of all aspects of this exciting new show.

Further Information

Event details and conference registration will be available from the event website when it is launched within the next few weeks.

To be alerted to the launch of the event website – enabling you the opportunity to access the early bird low fees – please send an email to sarah@smartx.co.za.

For all other details on exhibiting, sponsorship or to submit a presentation synopsis for consideration at this event, please contact Carol Willis at:

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About the organisers

Smart x central intelligence operates within an international network of professional associations concerned with smart technologies, and is the only professional association for the industry covering Southern Africa. Smart x membership is represented by private and public sector end-users, solutions providers and consultants with members in the major business centres of the country. The aim of smart x is to make its members aware of the developments taking place in the industry both in South Africa and internationally.

Technews is the publisher of Hi-Tech Security Solutions, South Africa's leading security publication addressing the security information needs of installers, systems integrators, consultants and specifiers who design and install security solutions; as well as end-users throughout South Africa.