PCS
Powered Card Solutions

Company Overview

New Company Logo

PCS

Current PCS Logo: *PCS* **(CAC Leslie Font)**

Potential Logo Ideas: **similar to**

Logo design Restrictions / constraints:
1. **Cannot use Visa, MasterCard, Amex, etc Logo's**
2. **Logo / graphic should convey / reinforce PCS positioning and business focus**

PCS

Powered Card Solutions

Value Proposition

Extending The Payment Card With Interactivity

- Strong Security & Authentication For Mobile Payments
- Financial And Enterprise Network Security & Authentication
- Reduction Of Consumer Fraud And Resulting Financial Losses
- Increased Personal Security To Prevent Identity Theft
- Enhanced Service Offerings – Balance, Last Transaction, Etc.

Target Markets

- Authentication service providers
- Payment processors
- Card issuers
- Card manufacturers

Strategic Partners

Laerdal · MasterCard Worldwide · VISA · American Express

Strategic Investors

ROGERS CORPORATION · RR DONNELLEY · AIR PRODUCTS

PCS

SOLICORE®

Experts In Embedded Power

- ➢ **Core thin film battery IP**
- ➢ **Power for cards, sensors, tags, medical devices**
- ➢ **High volume, scaled production**

FLEXION   FLEXION

Thin Film Batteries

Solicore Wholly Owned Companies

PCS

Powered <u>Card</u> Solutions

123456 78

FLEXION

5222 0000

Innovative Powered Display Card Solutions
Through Technology Ownership, Integration and
Supply Chain Management

P0WERED
MEDIA TECHNOLOGIES

Illuminated <u>Media</u> Solutions

Walmart Gift Card
gift card

Gift Card
VISA

Gift

Merry Christmas

BEST BUY
gift CARD

iPhone

Innovative Powered Media Solutions
For The Entertainment, Publishing, Direct Mail,
And Novelty/Gift Card Markets

PCS

Merry Christmas

Powered Card Solutions (PCS)

<u>Powered Card Solutions, LLC (PCS)</u> – Powered Display Card Products Through Technology Ownership, Integration and Supply Chain Management

- Separate Company, Wholly Owned By Solicore

- PCS Objectives:
  - Provide A Lower Cost Powered Card Inlay For Mass Deployment
  - Simplified Supply Chain - Reduced Number Of Profit Takers
  - Consolidated Manufacturing / Less Duty and Freight
  - Technology Agnostic Production Design Objective
  - Platform Architecture / Leverageable Technology For Future Attributes
  - IP Ownership – Custom ASICs, Software, Display Module, Printed Display

- Product Offerings:
  - Powered Module;
  - Pre-Lam (Encapsulated Module);
  - Finished Card

- PCS Expertise / IP
  - Design and Development of Powered Card Electronic Inlay
    - Custom Designed Chips (ASICs), Hardware Circuit Design
    - Powered Card Operating System Software Core Intellectual Property
    - Hardware and Software Integration
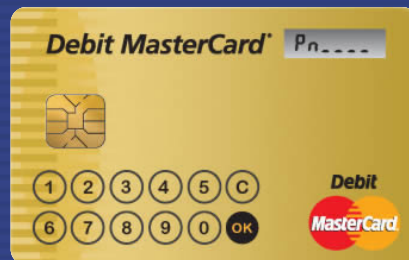   - Printed Electronics Manufacturing to Reduce Cost

PCS

PCS **Powered Card Offerings**

Information Card

Security Card

Card Provides Basic Authentication Plus:
- **Account Balance**
- **Last Transaction Amount**
- **Loyalty Point Balance**
- **Phone Challenge/Response**
- **Debit/Credit Account Selection**
- **Ability To Power Off Contactless Payment**

Card provides basic Authentication Capability; this includes:
- **Online secure access**
- **"Card not present" security**
- **3, 4, 6 or 8 digit**
- **Time or event based**
- **Single button or multi button**

PCS

- **Increased Requirements For:**
  - Financial and Enterprise Network Security & Authentication
  - Personal Security to Prevent Identity Theft
  - Reduction of Consumer Fraud and Resulting Financial Losses
  - Enhanced Service Offerings – Account Balance, Last Transaction Amount, etc.

- **Focus On Security/Authentication: One-Time PassCode (OTP)**
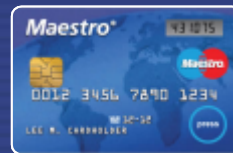
"Strong Consumer Security In A More Convenient Package"
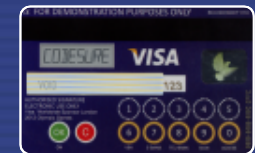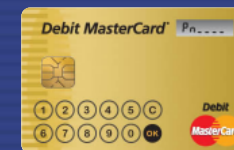
Increased On-Line Security/Authentication

- **Financial Institutions Mandate To Significantly Reduce Card Fraud Costs; Increase Security; Displace Competitive Issuers**

Security Card

Information Card

- **Worldwide Commercial Deployments Underway**
  - Volume Commercial Deployments In Europe, Asia, Middle East, U.S., South America
  - Significant Opportunity In U.S. With Mandated Migration To EMV Security Card Standard

PCS

Applications Driving Powered Cards

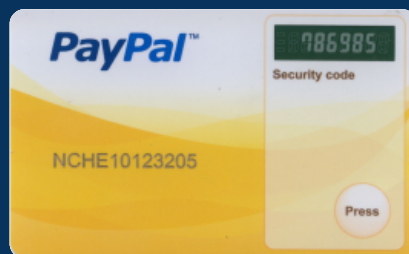## Gift / Novelty

- Sound / Melody Card

- Gift Cards
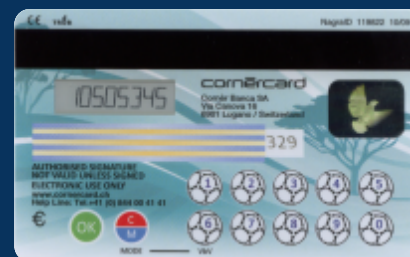
Security / Access

- Enterprise Security / Authentication

- On-Line Security / Authentication

- Two Factor Secure Access & Display
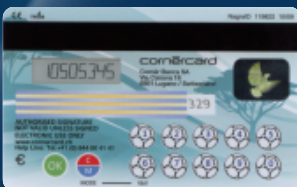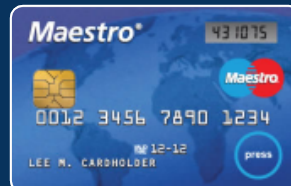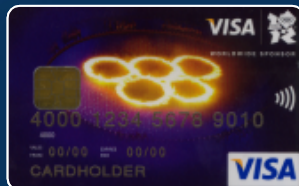
Fraud Prevention/Display

- Two Factor Secure Access & Display

- Credit and Debit Financial Cards

Embedded Power Solutions

Financial Transaction Fraud Prevention/Balance Display

- Debit and Credit Card
- Secure Authentication & Fraud Prevention
- Next Gen. EMV Based OTP / Balance Inquiry
- OTP Card & PIN Access OTP Offering

- Financial Transaction Credit Card
- Secure Authentication & Fraud Prevention
- Commercial Deployment

What is Visa CodeSure?

Visa CodeSure is a normal debit or credit card with an **eight-digit alpha-numeric display** and a button keypad. It has a built-in battery with a three-year lifespan.

- Visa And MasterCard
- Secure Authentication & Fraud Prevention
- Next Gen. EMV Based OTP / Balance Inquiry
- OTP Card & PIN Access OTP Offering
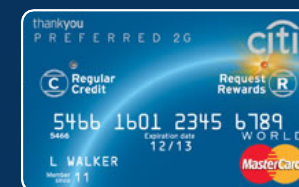
- Selectable Credit Card Or Rewards Card
- Press. Swipe. Smile Citi Marketing Campaign
- MasterCard Branded

Embedded Power Solutions