

Award-Winning 12-Button Emue Card Officially Debuts at CARTES

Wafer-thin device co-developed by Innovative Card Technologies and Emue Technologies allows for reciprocal online, phone and email banking authentication in credit-card format.

Paris, France – November 13, 2007 Innovative Card Technologies (NASDAQ: INVC) and Emue Technologies, co-developers of the 12-button Emue Card for secure online, phone and email banking, announced that the breakthrough security device was officially launched today at Cartes & IDentification 2007, a world-leading event in digital security, smart card and identification, held in Paris November 13-15, 2007.



The Emue Card features a 12-button keypad and embedded alphanumeric display and microprocessor, integrated into a standard ISO-compliant payment card. The card features a 'Reciprocal Authentication' process which ensures the legitimacy of both parties involved in a transaction, and has a number of authentication 'modes' for use across multiple remote channels including web and telephone. For example, a user can enter his or her secret PIN into the card's keypad to generate a numeric passcode for one-time use to replace a password for online access. Additionally, a user can authorize a banking transaction by entering their PIN and a reference code into their device to produce a 'digital signature' that is entered into a browser to ensure the legitimacy of the transaction during processing.

"The Emue card is an unprecedented technical and security achievement. It is testament to Emue Technologies' vision and commitment to security innovation and InCard Technologies' superior technical expertise in the embedded-electronics security card market," said Steven R. Delcarson, InCard Technologies CEO and President. "We are proud to have co-developed this state-of-the art consumer security device for financial institutions to protect their customers' financial transactions."

The innovative Emue Card, whose name derives from "End to End Mutual Authentication," has already garnered several prestigious awards; among them the International Card Manufacturers Association (ICMA) top honor "Judge's Choice" Élan Award and the "Technical Achievement" Élan Award, in October 2007. The card also won the Tomorrow's Technology Today Award from Info Security Products Guide which recognize and honor excellence in all areas of information security, in August 2007.

"The Emue solution totally removes the need for users to enter their PIN or password into an unsecure device such as a web browser or telephone, and is considered one of the most advanced solutions available on the market today," said Brendan McKeegan, CEO of Emue Technologies. "InCard's superior technical experience has enabled us to co-create this world-first product that combines payment card and unparalleled authentication capabilities in a single device that consumers can carry in their wallets."

About Emue Technologies – Emue has redefined the authentication landscape through the introduction of a suite of solutions that allow consumers to identify themselves without the need to provide credentials to an untrusted source. Emue's solutions include a number of world firsts including a 'Reciprocal Authentication' process which ensures the legitimacy of both parties involved in a transaction and an authentication device with keypad, display and microprocessor embedded in an ISO compliant credit card. For more information visit: www.emue.com

About Innovative Card Technologies

Innovative Card Technologies (NASDAQ: INVC) was founded in 1993 to add functionalities to payment cards. InCard's suite of ICT DisplayCards enables dual-factor authentication in a convenient card form. The cards can be configured to offer RFID physical access or payment capabilities, and feature a screen powered by an integrated battery, circuit, and switch. This screen displays a one-time password to verify the presence of the card during online and voice transactions or data systems login. www.incardtech.com.

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