



Emue Technologies Pty Ltd
Level 13
550 Bourke Street
Melbourne VICTORIA
AUSTRALIA 3000

Emue Technologies Launches Next Generation Payment Card

19 November, 2009: Australian company, Emue Technologies released its latest payment card device with embedded authentication technology at the Cartes Exposition in Paris today.



The Emue card incorporates the world's first 14-segment E Ink display embedded in a fully functional payment card. This new display, combined with the 12-button numeric keypad, microprocessor and battery designed to last for three years, firmly positions Emue as the global leader in innovative, consumer friendly authentication technologies.

To derive a unique code, cardholders can select a desired mode of authentication and enter the transaction information, including their PIN using the keypad on the rear of the payment card. This code is then used to authenticate their identity when making a purchase on the web or accessing their bank via the internet or telephone.

Emue has been deploying its award winning products in conjunction with Visa Europe for the past 12 months alongside its other consumer authentication devices, including the iPhone and Java-based mobile applets, all of which provide a secure and convenient mechanism for consumers to protect their identity.

The card is being showcased at the Visa Europe stand at Cartes in Paris, France from November 17– 19.

About Emue Technologies

Emue Technologies Pty Ltd is a leader in innovative authentication solutions for the Financial Services and Network Access markets.

Emue has won several prestigious awards including the International Card Manufacturers Association (ICMA) top honour "Judge's Choice" Élan Award and the "Technical Achievement" Élan Award. The Élan awards recognised Emue Technologies' card's design innovation and technical achievement in the card manufacturing industry. The awards were judged by an independent panel of ICMA associate members, industry notables and international journalists.

In February 2009, Emue was recognised as one of the top five innovative products in Authentication and Security by Finextra, a leading independent news wire and information source for the worldwide financial technology community.

Emue Technologies was established in May 2006 by a group of security and technology specialists in Australia with more than 20 years experience in strategic information security, risk management and commercialisation of technology software and services.

For more information visit: www.emue.com or contact: info@emue.com

For further information:

Mehrdad Baghai
Executive Chairman
EMUE
Mobile: 0417 800 355
m@alchemygrowth.com

Vessa Playfair
Head of Corporate Affairs & Communications
Deloitte
Mobile: 0419 267 676
Tel: +61 (0) 2 9322 7576
vplayfair@deloitte.com.au