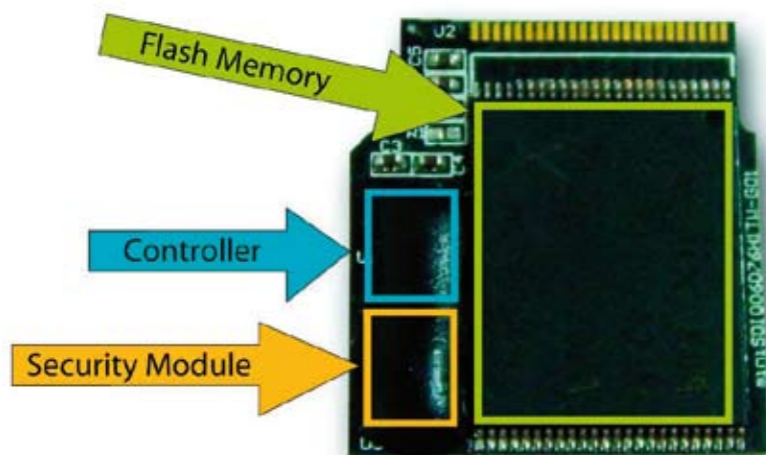


# A revolution in the smart card industry

GO-Trust Technology Inc. is a multi-national organisation headquartered in Taichung, Taiwan and with subsidiaries in California, Hong Kong and Beijing. The company specialises in facilitating hardware based security solutions so manufacturers and developers can offer their products on new and diverse clients. Most recently the company has developed IC's, firmware and drivers that enable smart card manufacturers to embed their technology in SD memory chips and operate seamlessly on a wide range of mobile devices – a revolution in the smart card industry. GO-Trust founder and CEO, Darren Lee, says that their SD Solution targets a potential more than a billion new clients who want to add smart card functionality to mobile devices like cell phones, PDA's and even MP3 players. In addition to a special controller and firmware in the SD module, GO-Trust offers a software security library in the mobile device. The security library provides all the conventional security calls so no modification of the application is required.



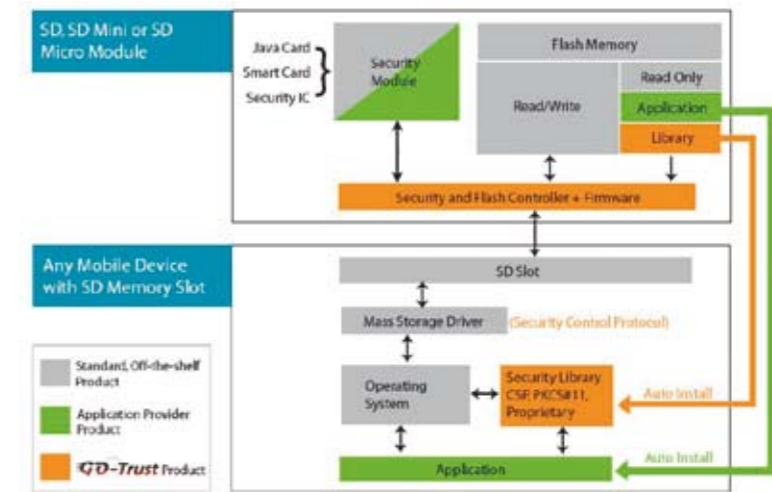
GO-Trust founder Darren Lee has many years of experience in the smart card industry. "This is a market dominated by large players, and I thought, how as a relatively smaller player can GO-Trust

break through these limitations? So I started looking at the factors obstructing the deployment of smart card technology in mobile communications, and came to the conclusion that the problem is always the infrastructure: you simply can't plug a smart card into a mobile." Addressing this issue, GO-Trust subsequently developed an open architecture allowing for any smart card to be embedded in mobile devices. "It's nothing short of a revolution in the smart card industry," adds Mr. Lee.

To be more precise, GO-Trust's new technology enables manufacturers and developers of smart cards and smart card based security solutions to offer their applications on any mobile device that

accepts a SD (Secure Digital) standard, mini or micro memory card, without any modification of the mobile device. Developed by SanDisk, Matsuhita and Toshiba, SD memory cards are now integrated into the majority of the newer mobile devices, ranging from portable computers to mobile telephones through to digital cameras. "Our technology integrates any company's smart card into the SD memory module," explains Mr. Lee. The revolutionary part is that suddenly, the mobile community and beyond are potential clients for chip based security solutions. GO-Trust has identified a multitude of potential users: Cell Phones, PDAs, Note Book PCs, Tablet PCs, Mobile TVs, Portable Ultrasound Units, Digital Cameras, Digital Camcorders, MP3/MP4 Players, Digital Picture Frames, GPS, Graphing Calculators, Wii Game System and much more. Using the GO-Trust proprietary security/flash controller, firmware and a specially developed multi-platform SDK, existing applications can run unchanged in a mobile device and call the security module embedded in the SD memory just as if it was a regular sized smart card inserted in a USB card reader attached to a PC. In many cases the application can reside in the flash memory and be auto loaded as soon as the SD memory is inserted, making the operation totally transparent to the user. The GO-Trust SD Solution is already shipping, so existing applications can be deployed to new clients immediately.

As GO-Trust already has a presence in China, Mr. Lee is particularly excited about opportunities there. "Particularly in the mobile banking space," he says. "You've got to understand that getting your bank affairs done in China is an arduous affair from the consumer's point



of view," adds Mr. Lee. "A trip to a bank can take you up to three hours. That's why the Chinese are starting to embrace mobile banking: the country already has 15 million mobile bankers." Mobile banking could indeed turn into a killer application for GO-Trust as financial institutions worldwide are looking to mobile banking as a way to round out their banking options, providing their customers and members more convenient ways to bank. Both Mr. Lee and Mr. Holmes who holds a position of Chief Marketing Officer at GO-Trust, see a future for the mobile device serving as a mobile ATM, but for now, they will concentrate on business applications. "We're thinking that our technology will be particularly useful for companies and organisations that have people working for them in the field. With our technology,

they can easily and securely log into the office server with their mobile." When talking about their business and revenue model, it's important to point out that GO-Trust owns the technology required to be able to actually build the SD Solution. "We're looking for two types of customers," says Mr. Holmes. "On the one hand, companies who want to offer our technology to their customers, and on the other, companies that have applications online that they want to move to the mobile space." GO-Trust's first cooperation project is with Symbian, the software licensing company that develops and licenses Symbian OS, the market-leading open operating system for mobile phones. Symbian also is a founding member of the SD Memory Card Association

Meanwhile, with their SD Solution launched only a couple of months ago, GO-Trust are already getting plenty of industry recognition for it. Network Products Guide, a Silicon Valley Communications publication on technologies and solutions, has notably named the SD Solution a winner of the 2008 Product Innovation Award. This venerated annual award recognises and honours vendors from all over the world with innovative and ground-breaking products that are bringing essential and incremental changes and are setting the bar higher for others in all areas of information technology. Mr. Lee comments, "Network Products Guide's recognition of the GO-Trust SD Solution further validates our technology as achieving excellence-in-class and way ahead of the curve in providing trusted security solutions for people on the go. Product innovation is key to our continued commitment to meeting our customer needs by providing them with totally unique solutions."



Mr. Darren Lee, GO-Trust founder and CEO



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