



**XIRING unveils the “PRIUM-Service+” at Pharmagora 2010:
An innovation approved by the “GIE SESAM-Vitale” for updating
Vitale health insurance cards at pharmacy counters**

Suresnes, 25th March 2010: XIRING, a security solutions provider for remote transactions, announces it will be attending the Pharmagora Show, which is in its 25th year and is taking place in Paris on 27th, 28th and 29th March 2010. A regular exhibitor at this annual event, XIRING, leader in the SESAM-Vitale terminals market, will launch its “PRIUM-Service+”, a brand new solution for updating Vitale cards at the counter.

Since entering the SESAM-Vitale terminals market in 1998, XIRING has worked closely with healthcare professionals to meet their requirements with the development of tailored solutions. XIRING is currently the market leader for SESAM-Vitale terminals with almost 60% overall market share.

This year at Pharmagora, XIRING will unveil the new pharmacy counter updating service which ensures simple, secure billing: **PRIUM-Service+, approved by the “GIE SESAM-Vitale”***.

Thanks to the addition of a module to the PRIUM-3S**, “PRIUM-Service+” enables automatic updating of the Vitale card which certifies the authenticity of the owner’s rights and guarantees a valid billing process.

The solution is ergonomic, fast and intuitive, as the card is updated by simply pressing a key, and the billing is linked up without removing the Vitale card. Information is interchanged through the network, enabling the card to be updated in record time. As a result, the service facilitates the processing of claim forms, speeds up reimbursements and reduces disputes, delays and associated processing costs.

PRIUM-Service+ is specifically designed for use by pharmacists and complements the “Point XIRING V2” service available for self-service use by card owners in dispensaries.

** The Groupement d'Intérêt Economique SESAM-Vitale (Economic Interest Group) is a service provider which aims to provide the technical expertise and development and promotion around the SESAM-Vitale programme. The GIE SESAM-VITALE was created by the partners of French Health Insurance to develop common solutions to meet the needs of all its members, whether they are part of compulsory schemes or complementary insurance organisations.*

*** PRIUM-3S is the first fixed solution of the TRIFENTE generation of SESAM-Vitale smart card readers that provides optimised billing thanks to its three independent card-interfaces which allow the simultaneous use of Vitale cards, healthcare professionals' cards and mutual insurance cards. It is the benchmark Pharmacy solution.*

About XIRING

XIRING, a security solutions provider for electronic transactions, develops security software embedded in smart card readers and terminals for strong authentication and electronic signatures. XIRING is the market leader in SESAM-Vitale healthcare terminals for generating and signing electronic medical claim forms or for updating healthcare cards in France and also works alongside authorities in the field of healthcare system dematerialization in international markets. In the area of electronic identity (e-ID), XIRING proposes a broad range of solutions for public authority staff and citizens to meet the latest market challenges with secure electronic identity documents systems: national electronic identity cards, electronic passports, public transport cards and professional cards. XIRING is listed on the Alternext compartment of the NYSE-Euronext Paris stock exchange.

For further information: www.xiring.com

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