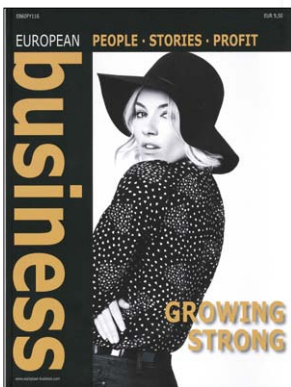


Interview - STid, expert in contactless identification

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Interview with Vincent Dupart, General Manager of
Systemes ET Technologies Identification

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Security services & products

STid, expert in contactless identification



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Apart from convenience and increased card read reliability, there is a decisive argument in favour of contactless ID technology: Contactless cards are extremely difficult to duplicate and provide superior levels of security, both to the cardholder and the issuing organization. Systemes ET Technologies Identification (STid) SAS in Gréasque, France, is one of the pioneers of RFID and specializes in innovative RFID readers and tags for high-security personal identification, long-range vehicle identification and product identification in demanding environments.

Since Guy Pluinage founded STid in 1996, solutions for personal identification and vehicle identification have remained the mainstay of business at a rate of 85%. Product identification was adopted in 2000 and accounts for 15% of the company's total turnover. "Access

control is a mature market with competition from major international players," points out Vincent Dupart, General Manager and delegated proprietor of STid. "In the niche market of product identification, we excel with innovative solutions and growth rates of 25%."

Innovation has been the key to success for STid all along and has resulted in solutions that are guided by customers' needs and advancing technology. "We offer systems for extremely demanding environments, for example the aviation industry or the offshore industry," says Mr. Dupart. "Quite often we develop novelties that are used by our customers straight away, combining innovation with market orientation." The fact that 15 of the company's 40 employees

are involved in R&D underlines its focus on innovation, just like the award STid received at the EXPO Protection 2014 for its new Bluetooth access control. "We bank on our innovative strength in order to strengthen our position in the competitive market," explains Mr. Dupart with a view to the future. "Our aim is to raise our export share from 30% to 50% and expand our existing good contacts in Europe and overseas."



Vincent Dupart and the new access control range



The new, award-winning Bluetooth access control with mobile phone