

Customization

The design and customization possibilities are endless and almost every detail of the watch can be a custom design to suit your marketing and brand requirements.



The Presentation Box and User Manual / Warranty Card can also be customized.

Technical Specifications:

Size:	Unisex	Strap:	Polyurethane
Case dimensions:	L: 53mm; W: 42,7mm; H: 15,5mm	Loop:	Stainless Steel
Case:	ABS	Clip:	Stainless Steel
Bezel:	Stainless steel	Battery	SR621SW (lifespan approx. 3 years), 1,55 Volt
Crystal:	Acrylic	Movement:	S. Epson VX82E1, manufactured by Seiko Epson
Crown:	Stainless Steel		



LAKS Smart Transaction Watch 2 – EMV / Chip Environments:

Certain applications such as EMV, may require that the card issuer has access to the SIM from time to time. e.g Resetting EMV Risk parameters or Pre-Paid Top Up. Each watch can be supplied with a USB Dongle allowing the SIM to be connected to a PC for Card Issuer Host Access. Alternatively, a mini USB cable is available that connects the watch and SIM directly to a PC.

History

LAKS has over 20 years experience manufacturing high quality watches and is leads the world in the incorporation of new technologies into watches. In 2006 LAKS launched the first MasterCard® PayPass™ approved watch, which has been successfully deployed by banks around the world. LAKS Smart Transaction Watch 2 provides a wide range of benefits and advances in technology to both card issuer and card holder and is the benchmark for the next generation of contactless transaction watches. Approximately 1,1 Billion watches are produced worldwide each year and around 3 Billion credit cards are issued. The LAKS Smart Transaction Watch 2 puts a payment card into the watch tapping the combined market opportunity.

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LAKS

LAKS



LAKS Smart Transaction Watch 2 Revolutionary New Contactless Payment Watch Credit / Debit / Prepaid / Gift / Transit



Key Features

- Personalized just like a contactless card
- High Quality with Stainless Steel Bezel
- Affordable Pricing
- Strong Card Issuers Business Case
- Customization
- Two Year Warranty and Worldwide Service

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Putting "WOW" into Payments

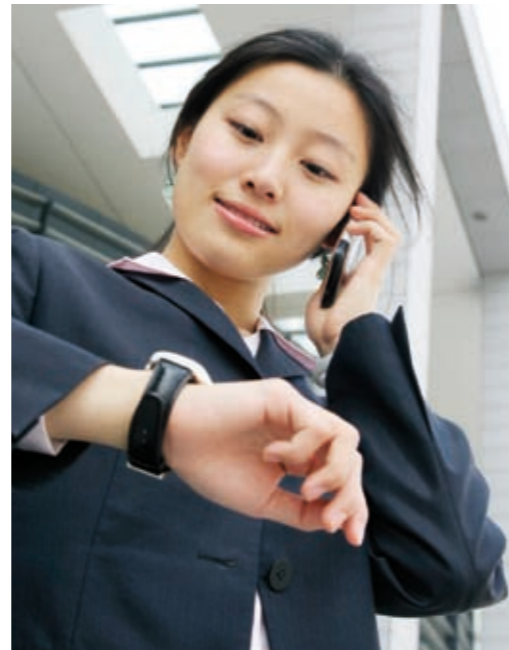
Payment cards have been around since 1966, with innovations along the way. Over recent years, contactless cards have been a huge success in Mass Transit applications. Financial contactless cards offering Credit, Debit, Gift or Pre-paid applications are now being deployed worldwide by the major card schemes. LAKS recognized that although contactless cards are quicker, easier and more convenient to use, the card still has to be located in wallets, pockets or purses and presented to the reader. Incorporating the same technology into a watch takes contactless payments to the next level of convenience. We think you'll agree it truly does put the WOW into payments.

Contactless Payment & New Form Factors

Contactless payment uses an antenna in the payment device to power and communicate the payment account information to the point of sale (POS) system. Because the antenna does not have to be "card-shaped" this opens the opportunity for a wide range of non standard form factors. "It frees us from the card", an industry specialist said. It is estimated that over the next few years, contactless payment applications will be incorporated into almost every financial card issued worldwide and will become the new norm for lower value transactions.

Worn, Not Carried

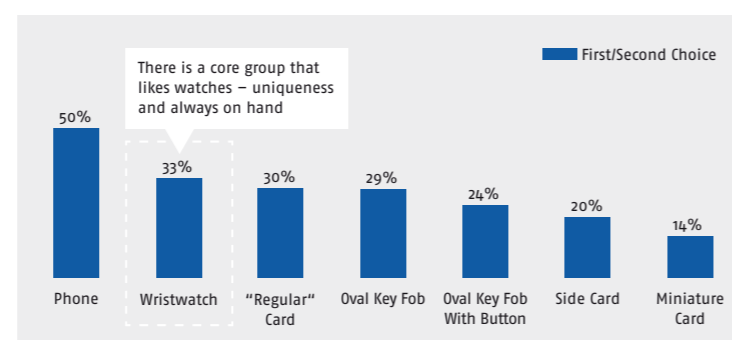
Watches are worn – not carried, so they are always, literally, on hand and as a result are easily accessible and rarely lost compared with conventional cards and mobile telephones. A watch is one of the most popular personal accessories with their wearers looking at them on average around 40 times a day. This represents a massive brand reinforcement opportunity for card issuers who include their brand on the watch face. As typically a cardholder only use their card about 4 times a day, the watch face represents 10 times the exposure to the cardholder compared with their card. Using watches as payment devices presents opportunities for card issuers to show they are innovative to card holders and differentiation themselves from competitors. It is a simple and convenient cash displacement tool. Contactless payment devices have been shown to increase the number of transactions and the amount spent during each purchase. For your customer it means a convenient alternative to cash – a personal accessory with multiple functions available in an unlimited variety of colors and face designs. Multiple applications can be utilized so that financial applications can be used alongside others such as Mass Transit or Access control.



Market Research

Research has shown significant demand for payment capable watches, an extract from research completed by MasterCard is shown:

Because people wear watches and do not carry them they always know where they are, this takes away the stress and time spent fumbling for cash or cards normally carried in a wallet or bag. Even the mobile phone shown as a popular choice often cannot be located quickly when in a bag, "how many times do people miss calls you make to them and how many buttons need to be pressed to make that payment?"



The "Top Of Wallet"

These days many of us have multiple cards in our wallets. Card issuers are keen therefore for their card to be the preferred card used and utilize various marketing techniques to ensure that their card is "the top of wallet". Contactless cards have been shown to cause cards that were less used or even dormant to become "top of wallet" when contactless payment capability is added. Add the uniqueness and novel idea of contactless payment by watch and the account automatically becomes "the top of wallet". Suddenly the watch enabled account becomes more convenient, more useful, more cool to use and your card holders become your best marketing asset, showing all their friends and family. Payment watch deployments to date have been shown in research to not only drive usage of the watch to pay but also to increase the use of the regular card for the same account.



Co Brand

The watches can be customized and this opens up unlimited opportunities to market watches and cards both carrying cardholders favorites, including baseball teams/players, football teams/players, motor racing, fast food, gyms, music bands, clubs, drinks brands, sportswear brands, designer brands, etc.

Personalization

Card issuers have well established systems for personalizing their cards. The LAKS Smart Transaction Watch 2, utilizes a SIM to host the card application which allows the watch to be personalized using existing card personalization systems. The SIM can be issued with or separate from the watch and can be personalized either centrally or locally in-branch / mobile sales location. The SIM can be simply and easily inserted into or withdrawn from the watch using a simple 'Slide in System' system. The antenna for contactless operation is incorporated into the watch housing.



In-branch / Mobile Sales location, instant personalization



Central personalization

Using existing systems, the SIM can be personalized either via the card contacts or via a temporary antenna incorporated into a contactless card

Multiple Applications:

Multiple Applications can be running on a single SIM: E.g. Financial contactless payment + Mass Transit

Secure Transactions

- Proximity payment
- Credit Card payment
- Digital Signatures

Secure data container

- Digital Certificates
- Digital rights management
- Digital Signatures

Secure Access

- Network logon
- Physical access
- Biometrics

Personal ID

- Membership / Loyalty Card functionality

Electronic ticketing

- Public transportation
- Event ticketing

Secure Access

- Post issuance personalisation