

News Release

Dr. Alexander Köninger to steer SAFE ID to Product ID markets

Munich, Germany – July 24th, 2007

SAFE ID Solutions AG, a leading supplier of highly secure ID solutions and issuance systems, has appointed Dr. Alexander Köninger to develop and address new business opportunities in the growing global product ID market. Dr. Köninger is a recognized expert and business developer in the automotive and pharmaceutical sector and supports SAFE ID's strategy to transfer its established software solutions to other security related markets.



"Having been introduced to SAFE ID's secure software based management system for passport and ID document infrastructures, I immediately became aware of the huge market potential and demand that this solution will attract. Segments like automotive, pharmacy as well as other production or logistical processes with a strong need for clear and secure identification of parts and goods will be an ideal target for further growth", says Dr. Alexander Köninger, Business Development Manager for Product ID at SAFE ID Solutions AG.

Alexander has more than 20 years experience in interdisciplinary environments as software engineer, consultant and business developer with a clear focus on public and automotive issues. With his broad and attractive background Alexander fits perfectly into SAFE ID's team of ID and security experts and will open new market potentials to the company.

SAFE ID is one of the leading global suppliers of complete issuance systems for machine readable and electronic passports with more than 25 customers all over the world and a broad network of partners and sales representations in several regional economic centres. The company's reputation is also based on its unique modular software management solution that allows customers to centrally control, manage and secure any kind of ID document infrastructure or issuance workflow. "With SAFE ID's strong market establishment and highly innovative software suite it is inevitable to recognize the strong market needs for such a solution also beyond passport business. Many other segments and industries will massively benefit from a secure and efficient product and identity infrastructure that is based on our know-how and management system", says Karsten Neugebauer, CEO and founder of SAFE ID Solutions AG. "In this respect we are happy to welcome Alexander Köninger as another experienced and highly motivated colleague to address these markets."

About SAFE ID Solutions AG

SAFE ID Solutions AG provides integrated turnkey solutions to the global ID market in order to increase security and convenience in the personalization processes as well as issuance and authentication of modern ID and travel documents. Combining the advanced software security platform with the most modern inkjet personalization systems SAFE ID ensures a seamless introduction of new generation ICAO compliant travel documents - including RFID technology and biometric data. SAFE ID has customer references with manual as well as fully automated personalization systems in more than 25 countries. For more information, please visit SAFE ID's website at www.safe-id.de.

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