

INSIDE SECURE NAMED “COOL VENDOR” BY LEADING ANALYST FIRM

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AIX-EN-PROVENCE, France, May 2, 2012 – INSIDE Secure, a leader in semiconductor solutions for secure transactions and digital identity, today announced it has been named a “Cool Vendor” in the latest “Cool Vendors in Semiconductors, 2012” report published on April 25, 2012 by leading analyst firm, Gartner, Inc.

In the new report, written by Gartner analysts Jim Tully, Ganesh Ramamoorthy and Mark Hung, Gartner recognizes INSIDE Secure as an innovative, impactful and intriguing vendor. INSIDE Secure is one of the pioneers in near field communication (NFC) technology, and has developed a unique ability to provide a complete end-to-end NFC solution with its lineup of secure element, NFC controller and software stack offerings.

“As a leader and innovator in NFC, we are pleased by Gartner’s recognition. We consider it a testament of our long-standing commitment to the NFC market and the technological advances we have brought to it,” said Remy de Tonnac, chief executive officer for INSIDE Secure. “With our MicroRead® and SecuRead® NFC hardware, the industry’s only commercial-grade, royalty-free, open-source NFC protocol stack, an extensive suite of OEM and carrier NFC apps and our ecosystem partnerships, INSIDE Secure is uniquely able to provide complete NFC solutions.”

About INSIDE Secure

INSIDE Secure (NYSE Euronext: INSD.PA) is a leading designer, developer and supplier of semiconductors, embedded software and platforms for secure transactions and digital security. INSIDE mobile NFC, secure payment and digital security products provide security for a wide range of information processing, storage and transmission applications. The company’s customers are found in a wide range of markets including mobile payment, identification documents, access control, transit, electronic device manufacturing, pay television and mobile service operators. For more information, visit www.insidesecond.com.

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