



## **NXP Powers Event Passes for 150,000 Athletes, Government Officials and Delegates at the International 29th Summer Universiade**

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### **MIFARE Ultralight Nano contactless entrance passes provide a more convenient experience for secure access to sports venues and ceremonies at international sports event**

TAIPEI, Taiwan, Aug. 17, 2017 (GLOBE NEWSWIRE) -- NXP Semiconductors N.V. (NASDAQ:NXPI) is the official supplier of the smart ticketing solution for the 29th Summer Universiade in Taipei, one of the world's top international sporting events where university student athletes from all over the world compete in 17 categories. NXP's MIFARE Ultralight Nano, a contactless smart paper ticketing IC, is powering the technology used in the entrance passes for the 150,000 athletes, government officials, university leaders, VIP guests, delegates and other event participants from all over the world. The solution is in the form of an ID badge that will provide authorized access to the sports venues, training centers, athlete residences, meal programs and VIP events such as the opening and closing ceremonies.

NXP collaborated with the Taipei City Government and the Universiade Committee to develop the MIFARE Ultralight Nano smart ticketing solution to meet the rigorous security standards of the organizers.

The Chief of Taipei Summer Universiade Committee, Li-Chong Su said, "2017 Taipei Summer Universiade is the biggest international sports event hosted by Taiwan. In order to ensure the security of every participant, including athletes, judges and VIP guests, flow control is critical. It's our pleasure to collaborate with NXP, to create a secure solution. With their advanced technology, the complex identity verification process turns out to be faster, more convenient and more secure for all participants. For example, the athletes can be focused on the competition itself by reducing the accreditation waiting time."

As the market leader in secure identification solutions, NXP's proven technology is included in core components that power secure government-issued ID documents in more than 120 countries and is used by 95 countries worldwide to secure electronic passport programs.

NXP's MIFARE-based smart ticketing deployment for the Summer Universiade in Taipei is the second international sports event in 2017 that uses MIFARE technology for event access. NXP contactless smart card technology was deployed at the FIFA Confederations Cup, the world's fourth largest international sports tournament that took place in Russia this year. Known for its proven smart card technology that enhances the fan experience at major sporting events, NXP also powered access and payment cards for the state-of-the-art Allianz Stadion facility in Vienna and MIFARE-based solutions are used by major sports teams in the United States and Europe to provide a better experience for fans.

"We are proud that the second largest global multi-sports event, the Summer Universiade in Taipei, has chosen our world-class contactless technology for their entrance passes," said Markus Staebelin, vice president and general manager secure mobility and retail at NXP. "This project reinforces our leadership position in contactless smart card technology for international sporting events and validates the growing interest in using our smart ticketing solutions for hassle-free entrance to sports facilities that provide a safer overall environment for everyone while reducing lines and wait times. It's a win-win situation for all; the event host and team organizations especially appreciate the ability for smart ticketing solutions to also strengthen fan engagement with team brands and increase merchandise sales."

### **MIFARE Ultralight Nano for the Sports Market**

NXP's MIFARE Ultralight Nano was designed specifically to meet the needs of the sports market to provide quick and easy access to events, while also making it possible for fans, event hosts, and sports teams to connect and engage in today's smarter environments. For merchandise purchases during sports events, MIFARE Ultralight Nano smart paper ticketing technology reduces the risks of fraud due to chip feature that allows a customizable proof of origin. [Click here](#) for MIFARE Ultralight Nano product information.

The 29th Summer Universiade in Taipei is taking place in Taipei, Taiwan, from August 19-30, 2017.

### **About NXP**

NXP Semiconductors N.V. (NASDAQ:NXPI) enables secure connections and infrastructure for a smarter world, advancing solutions that make lives easier, better and safer. As the world leader in secure connectivity solutions for embedded applications, NXP is driving innovation in the secure connected vehicle, end-to-end security & privacy, and smart connected solutions markets. Built on more than 60 years of combined experience and expertise, the company has 31,000 employees in more than 33 countries, with almost 7,000 employees in the USA and posted revenue of \$9.5 billion in 2016. Find out more at [www.nxp.com](http://www.nxp.com)

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