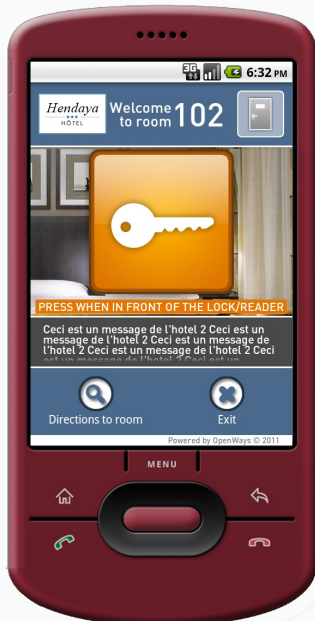
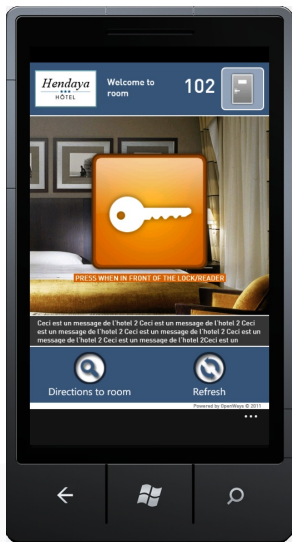


OPENWAYS is announcing Mobile Key DUAL© with Pure NFC™ in cooperation with NEOMADES



When the best of mobile technologies is combined to offer the most advanced front-desk bypass solution

The best of mobile technologies is now combined to offer hoteliers the most advanced front desk bypass solution that is 100% deployable today, 100% future proof, 100% compatible with the major electronic locks and 0% dependent on Mobile Phone Operators/Carriers .



"With Mobile Key DUAL© with Pure NFC™, we are making a giant step forward and confirming our global leadership in key management via Mobile phone," said Pascal Metivier, OpenWays SAS CEO. "Mobile Key DUAL© with Pure NFC™ is a solution that is going to be new for long time and will be also applied to many other market segments outside the hospitality industry, such as residential, commercial buildings, university campuses, and more. We are delighted to work with Neomades and our collaboration has quickly permitted to merge our expertise in CACT™ (Crypto Acoustic Credential) and Pure™ NFC (Near Field Communication) and those of Neomades in a complete solution available on a wide variety of mobile technologies and equipments. The resulting offer pursues our philosophy to guaranty the greatest possible interoperability to our customers . "



OpenWays is a global solution provider of mobile-based access-management and security solutions. With offices in Chicago, Las Vegas, Seoul and in Europe, OpenWays provides technology solutions allowing for the secure issuance and delivery of access rights and keys process via any cell phone operating on any network. The OpenWays solution is truly unique as it is built on the concept of credential dematerialization. The OpenWays mobile room key solution works on ALL the 6 billion cell phones in service in the world today. For more information, please contact Barb Worcester at +1 440 930-5770 or email barbw@prproconsulting.com. More information can be found by visiting www.OpenWays.com.

**WRITE ONCE, RUN ANYWHERE
... NOW REAL FOR MOBILE APPLICATIONS ...**

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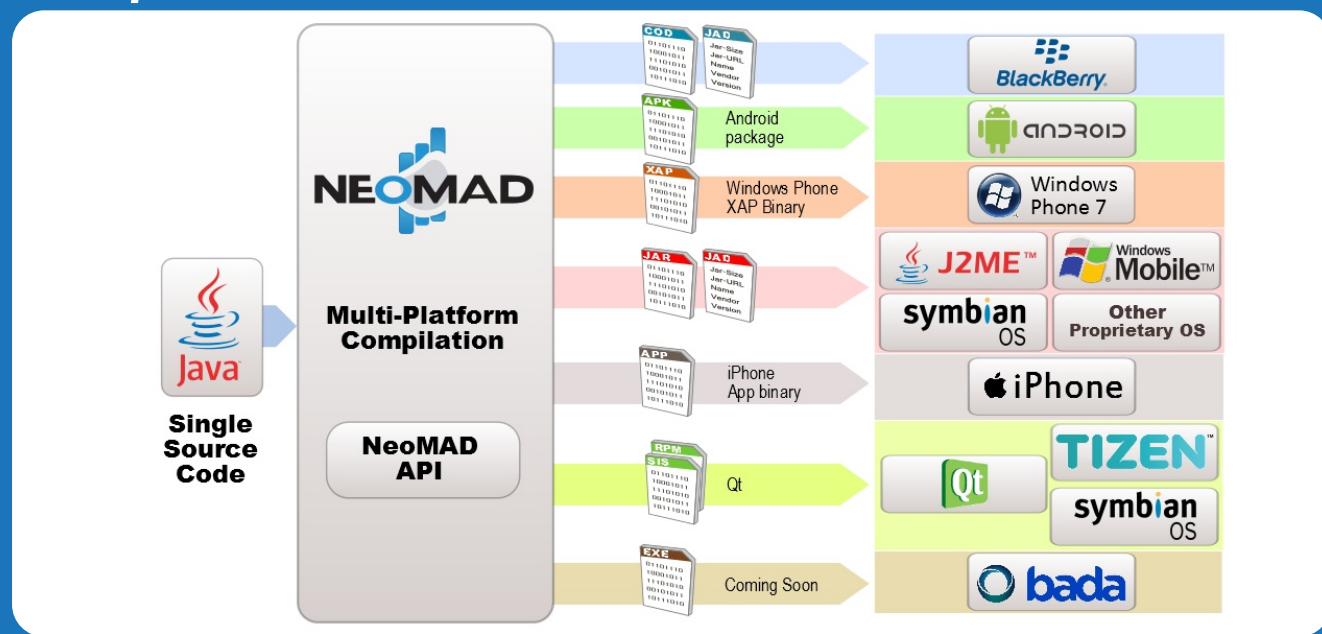


Neomades is a software vendor specialized in mobile applications development. Since 2006, it has become the specialist in embedded development and porting solutions. Neomades provides to applications developers, publishers and service companies an innovative framework allowing them to efficiently address the complexity of mobile markets. Neomades' tools are covering the entire application production cycle and embrace the widest range of mobile platforms (iPhone, Android, Java, Blackberry, Windows Phone, Symbian...).

NeoMAD

Development framework

enables you to optimize your mobile applications production ...



... and its vendor, **Neomades**, helps you at every step of the production cycle and follows the whole life cycle of your application.

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