



Gothenburg, October 25, 2012

## Fingerprint Cards (FPC) strengthens its Asian office in Taiwan by appointing Sales Director Greater China and Senior Technical Manager

FPC has recruited SY Wu as Sales Director Greater China and Hsinyi Lu as Senior Technical Manager.

Taiwan, China and Korea, jointly with Japan, North America and the Nordic region, are the key global markets in FPC's initiative in the mobile market. Accordingly, FPC has previously decided to open a regional office in Taiwan, which is both a center of mobile-phone technology development and a hub for technology development for most of the major global electronic companies. SY Wu and Hsinyi Lu will be based in the office in Taipei and, in addition to working in the mobile sector, will also support FPC's existing distributors primarily in Taiwan, China and Korea.

SY Wu has a solid background in telecommunication and IT and has conducted sales work via partners and directly with OEM customers. SY joins FPC from Nanoradio and Ericsson Mobile Platforms, where he was Country Manager Taiwan/Sales Director Greater China and Senior Customer Solution Manager, respectively. SY Wu has also worked at Intel as Market Development Manager for Asia/Pacific. Hsinyi Lu joins FPC from Nanoradio, where he was the Technical Manager, working on the integration of hardware and software into several different mobile-phone platforms. Prior to Nanoradio, Hsinyi worked as Senior Field Application Engineer at ST-Ericsson.

*"By strengthening our office in Taiwan with SY Wu and Hsinyi Lu, we will further improve our position in the crucial Asian market for mobile phones. At the same time, we will strengthen our existing market position since they will also support the sales efforts of our already strong distributors in the region,"* says FPC's Senior VP Sales and Marketing, Thomas Rex.

### **About Fingerprint Cards AB (publ)**

Fingerprint Cards AB (FPC) markets, develops and produces biometric components and technologies that through the analysis and matching of an individual's unique fingerprint verify the person's identity. The technology consists of biometric sensors, processors, algorithms and modules that can be used separately or in combination with each other. The competitive advantages offered by the FPC's technology include unique image quality, extreme robustness, low power consumption and complete biometric systems. With these advantages and the ability to achieve extremely low manufacturing costs, the technology can be implemented in volume products such as smart cards and mobile phones, where extremely rigorous demands are placed on such characteristics. The company's technology can also be used in IT and Internet security, access control, etc.

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