

About Us

Company

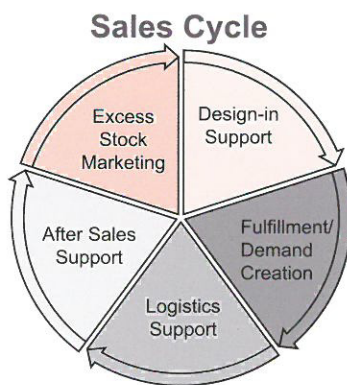
AdvanIDe – Advanced ID Electronics – is one of the leading silicon distributors, focused on components for RFID transponders, chip cards and RFID readers and terminals. Thanks to its optimized semiconductor supply chain, AdvanIDe can guarantee manufacturers of smart cards, RFID transponders and readers the most efficient access to the latest semiconductors.

Product Range

The product range provided by AdvanIDe includes bare silicon chips, smart card modules and RFID reader ICs from leading suppliers such as Atmel, EM Microelectronic, Infineon, LEGIC, Microchip, NXP, Texas Instruments and others.

Services

Being a specialized distributor for silicon in the chip card and identification markets, comprises not only of supplying our customers with products, but also a lot of related services. Customer focus is key for us and we do build our activities all around the requirements of our partners to assist them to succeed in their business.



Design-In Support – AdvanIDe's experienced field application engineers (FAEs) work with the leading silicon suppliers to provide design-in support services. These value-added services include technical support for device designers and manufacturers, an extensive range of samples for use in product prototyping, as well as tools and test cards/tags for product testing. AdvanIDe's FAEs also assist suppliers with source code and reference designs. FAEs support customers globally through engineering support locations in Europe, Asia and Americas.

Fulfillment / Demand Creation – Our operations team assists silicon providers with their fulfillment needs. Demand creation customers are those customers which are being supported by AdvanIDe's FAE and sales teams to the point where they are ready to start their projects.

Logistics Support – We maintain four distribution centers worldwide, well-stocked with an inventory of standard products and high runner items. Given our long history in the market and close relationship with its customers, we typically provide regular demand forecasts to our suppliers and in return receive top-priority status during allocation and shortage situations.

After Sales Support – In the infrequent event of an after-sales related issue, the dedicated post-sale customer service team provides extensive failure analysis and report services and if required return of material authorizations.

Excess Stock Marketing – We do market excess and / or obsolete inventories for our customers or suppliers providing a valuable service to both buyers and sellers.

Experience and Independence

Acting as an independent supplier, AdvanIDe has a long track record in interpreting evolving needs by the smart card industry in the different regions of the world thanks to our world wide presence.

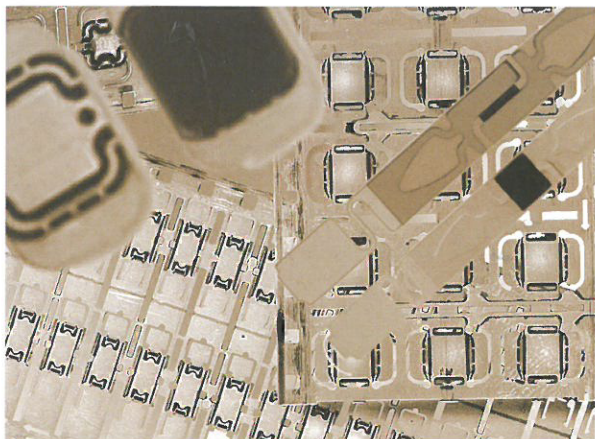
AdvanIDe concentrates on pro-actively identifying emerging trends in order to anticipate rising demand and to guarantee prompt availability of the required component in adequate volumes and in a cost-effective manner.

Mission

To offer our silicon partners a leading platform and sales organization to improve their position in each market segment of their identification and chip card business by providing superior support to the distribution customers.

Vision

To become the most recognized provider of silicon for RFID and chip cards in the identification industry and the prime partner for leading silicon suppliers and our customers.



RFID Components

Radio frequency identification (RFID) is an automatic identification technology, which in recent years has become especially commonplace in areas such as access control, transportation, object identification, supply chain management and also e-Government applications. The function of RFID applications is to make information about people, animals, goods and products readily available and to protect privacy, when required, through the application of secure encryption methods.

The energy and data is transmitted in the form of inductive coupling and radio waves either at low frequency - LF (<135 kHz), high frequency - HF (13.56 MHz) or ultra high frequency - UHF (850-950 MHz up to 2.45 GHz).

AdvanIDe provides RFID ICs and modules and has a wide partner network of machinery suppliers, providers of antennas and design services. AdvanIDe also offers module packaging services for consigned silicon and works with leading contract manufacturers, which are capable to package silicon at the highest quality standards and optimum yield loss.

AdvanIDe makes samples available either in the form of test tags and cards, waffle packs or sample wafers and modules and provides access to a range of reference antenna designs and application notes.

Subject to the various levels of security in accessing the data on the IC AdvanIDe provides plain, password protected or strongly encrypted (e.g. AES, 3DES) memory access control. Available data sizes can range from a read-only unique ID number to a few kilo bytes of read/write user memory.

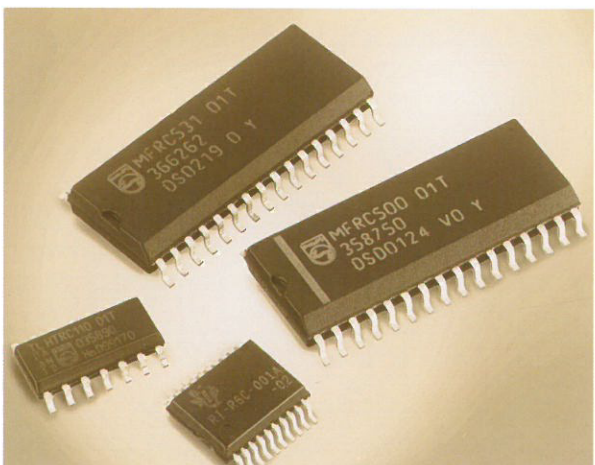
RFID Reader ICs

AdvanIDe provides a complete range of components for the manufacturing of RFID readers.

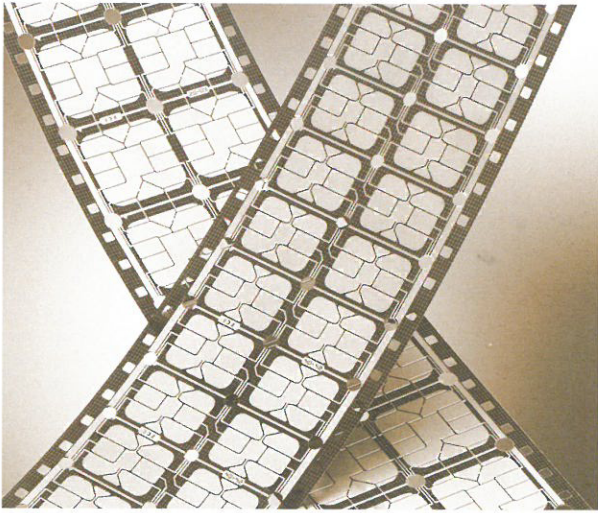
The portfolio comprises reader ICs, modules and chip sets from various semiconductor partners and covers <135 KHz, 13.56 MHz or 850 - 950 MHz up to 2.45 GHz.

Communication protocol standards covered are ISO 14443 type A or A/B as well as ISO 15693. Certain products also do integrate proprietary algorithms such as be Mifare™ Crypto-1 and FeliCa protocol algorithm. For other cryptographic algorithms, AdvanIDe offers security access modules (SAMs) or licensing options to securely integrate the algorithm in the reader hardware (special license agreements and conditions apply depending on the IC manufacturer).

AdvanIDe offers also reference designs for reader boards and attractive bundling options of RFID Reader ICs with standard MCU devices.



Our Products



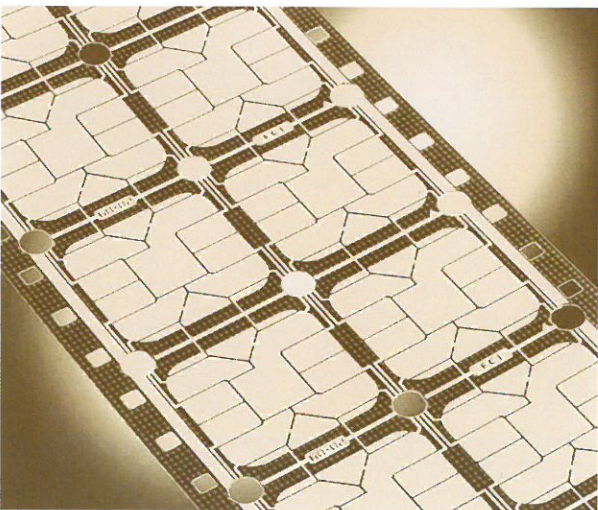
Smart Card Memories

AdvanDe has a broad product range of security memories, security counters and data carriers from leading manufacturers.

AdvanDe's product portfolio ranges from security memories, offering highly secure authentication protocols and memory sizes up to 32 KBytes, to I²C bus products, with a maximum memory size of 128 KBytes.

Security measures available are write protection, password protection or strong cryptographic algorithms.

AdvanDe packages memory products also with custom casings in 6 or 8 PIN configuration or provides them as wafers.



Smart Card Controllers

AdvanDe delivers security microcontrollers with corresponding operating systems from leading partners and for various applications such as network access, e-Government, PKI, banking & payment, mobile communications and all other multi-applications.

We do have controllers either as contact, dual- or triple-interface or in purely contactless configuration available.

Customers can choose to either to develop their own operating system and obtain support from AdvanDe with tools and libraries or may choose to buy OS/CPU bundles, which comprise JAVA™ platforms from various silicon partners or native operating systems from independant software houses.

Our portfolio includes:

- EEPROM sizes from 2 - 400 Kbytes
- Contact and contactless interfaces according to ISO 7816, ISO 14443 Type A and B
- Security microcontrollers with DES and 3DES encryption
- Crypto-controllers with RSA, AES and ECC encryption
- Compliance with various standards such as ITSEC EAL, German Signature Act and others
- Certified true random generator
- MasterCard™ bundles (M/Chip™, Paypass™)
- VISA™ VSDC bundles

Operating Systems:








JAVA Open Platform solutions according to Global Platform and Java Card™ specifications.

- NXP JCOP product family
 - Infineon JTOP product family
 - Native operating systems with ISO 7816 file system and command set
 - MTCOS • Sicrypt™ • TCOS™ • CardOS™ • SCOSTA • others
- Bundles are available on Infineon, NXP and Samsung hardware as contact, contactless, dual and triple interface module.

Tools/Support:

AdvanDe provides tools for the development of ROM-based microcontroller operating systems and Java Card™ applets along with the support and consultancy via our team of field application engineers.

Our Partners

Manufacturers	Product Group				Contactless Technologies			Contact Technologies			Dual Interface Technologie	
	IC Wafer	IC Module	Reader IC	Reader Module	Low Frequency	High Frequency	Ultra High Frequency	Memory Products	CPU Products	Operation Systems	CPU Products	Operating Systems
	✓	✓	✓		✓	✓		✓	✓			
 EM MICROELECTRONIC <small>A COMPANY OF THE ST MICROELECTRONICS GROUP</small>	✓	✓	✓		✓	✓	✓		✓			
	✓	✓				✓		✓	✓	✓	✓	✓
	✓	✓	✓	✓		✓						✓*
 MICROCHIP	✓	✓						✓				
 NXP <small>founded by Philips</small>	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
 TEXAS INSTRUMENTS	✓	✓	✓	✓	✓	✓	✓					

* Java Card Applet for CPU products

Sales Network



Leading independent Distributor of Semiconductors

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