



## **NXP Delivers the Ultimate Smart Event Experience – All-in-One CES Badge Accompanies Visitors During the Event and on Their Journey**

*CES attendees use a single badge with NXP technology to enter the exhibition, ride the Las Vegas Monorail and access bike-sharing services*

**LAS VEGAS – (CES 2017) – January 4, 2017** – NXP Semiconductors N.V. (NASDAQ:NXPI), in cooperation with the Consumer Technology Association and the Las Vegas Monorail, is offering CES visitors the ultimate smart event experience by providing an all-in-one badge that can be used for event and monorail access during the show.

“With the integration of transport services to the CES badge we give over 170,000 attendees, representing 80% of all countries in the world, a glimpse at a smarter future where services are connected in a convenient way,” said Karen Chupka Sr. VP, CES and Corporate Business Strategy at Consumer Technology Association. Powered by NXP’s MIFARE DESFire EV2 contactless ICs, attendees can use their event badge for riding the Las Vegas Monorail and accessing bike-sharing services. The multi-application badge simplifies transportation at CES improving the attendee experience, while also providing a view into how NXP technology is connecting people to a broad array of services and transportation options.

Traveling to and from CES can be cumbersome due to the vast number of people needing to access the convention center at the same time. With NXP’s all-in-one badge, CES participants have the opportunity to pre-purchase Las Vegas Monorail tickets and have them directly installed on their badges. Alternatively, attendees can use NXP AppXplorer to purchase Las Vegas Monorail tickets during the event.

“Offering a seamless customer experience, we’re pleased to partner with NXP to make the transportation experience on the Monorail even more hassle-free for attendees,” said Ingrid Reisman, vice president and chief marketing officer, Las Vegas Monorail. “No more need for hunting through wallets and handbags, or waiting in line to buy a ticket at the station – the CES badge enables them to hop on the Monorail without delay.”

“We are proud to be able to give all 2017 CES participants from around the globe the possibility to ride the Las Vegas Monorail with their MIFARE DESFire EV2-based CES badge,” said Rafael Sotomayor, SVP and GM of security and connectivity at NXP. “Having the monorail ticket integrated into badges provides an ideal solution for attendees seeking a hassle-free way to get to the convention center. Using the same badge for bike-sharing services also demonstrates some of the many ways NXP’s technology is

creating more convenient ways for people to conduct daily activities in smart cities around the world. Furthermore, NXP gives an outlook on future services being made available on event tickets – for example access to hotel rooms.”

The integration is enabled by MIFARE DESFire EV2 – NXP’s latest smart card solution providing a secure and flexible way to connect an unprecedented range of activities for smart cities on a single credential. Complemented by NXP AppXplorer an online service in a special CES setup showcasing the possibility to connecting services with available credentials, which reduces the effort for secure and dynamic management of services on a card.

### **See NXP Technologies in Action at CES 2017**

CES attendees can use the NXP AppXplorer Android app, available in Google Play Store, to purchase and load Monorail tickets to their own badge and explore the further capabilities of their badge.

During a visit to the NXP booth CP#25 from January 5-8, attendees can experience the new NXP AppXplorer in action – having their monorail ticket instantly loaded on their badge, renting a bike powered by NextBike and much more. While at the NXP booth, interact with other innovative demonstrations and experience how the company truly enables secure connections for a smarter world at the Las Vegas Convention Center, Central Plaza, and the NXP Smarter World Tour Truck.

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### **About NXP Semiconductors**

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 44,000 employees in more than 35 countries and posted revenue of \$6.1 billion in 2015. Find out more at [www.nxp.com](http://www.nxp.com).

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