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ViVOtech tops ABI Research vendor matrix rankings

LONDON--(BUSINESS WIRE)--ViVOtech has been ranked at the top of the latest Vendor Matrix released by ABI Research.

Cubic Transportation Systems and OTI (On Track Innovations) claimed the second and third spots in the company's most recent evaluation of worldwide Contactless Reader vendors.

The Vendor Matrix is an analytical tool developed by ABI Research to provide a clear understanding of vendors' positions in specific markets. Vendors are assessed on the important parameters of "innovation" and "implementation" across several criteria unique to each vendor matrix.

ABI Research principal analyst Jonathan Collins comments, "What this Vendor Matrix shows is that the dedicated contactless payment vendors such as ViVOtech and OTI, and those that built their contactless offerings around transportation deployments, such as Cubic and ASK, are increasingly converging as transportation systems move toward adoption of open contactless payments. The two markets are merging, and the vendors in this space will increasingly be required to offer products, services, and support across a range of contactless payment and ticketing applications."

For this particular matrix, under "innovation," ABI Research examined product innovation, the breadth of vendors' product offerings, their industry experience and leadership, knowledge transfer, and vendors' industry partnerships.

Under "implementation," ABI Research scrutinized the following criteria: vendors' share of the target market, their share of the total market, breadth of adoption for their products, cross-regional acceptance, and their ability to supply and support customers worldwide.

To view a list of the "top five" firms in this Vendor Matrix, please visit Contactless Reader Vendor Matrix (http://www.abiresearch.com/products/vendor_matrix/Contactless_Reader_Vendor_Matrix). (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.) Registration on the ABI Research website (free) is required. Access to the rankings and profiles of all companies surveyed is available to clients of ABI Research.

This Vendor Matrix forms part of ABI Research's RFID & Contactless Research Service (http://www.abiresearch.com/products/service/RFID_Research_Service). For a list of all ABI Research Vendor Matrices, please visit The ABI Research Vendor Matrix (http://www.abiresearch.com/vendor_matrix_home.jsp).

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