

## 1-INTRODUCTION :

Optical embossing on rigid supports and reading devices were produced from **1975** in the central laboratories of Landis & Gyr (Zug) and Communication SA (Geneva). Very quickly, laboratory stored memory optical-cards (phonecards) with high levels of quality and security were tested from

**June 1976**

and few field-trials with phonecards were performed in the end of **1976**

for the acceptance of the optical system. In

**January 1977**

the first customer (RTT Belgium) ordered a quantity of

**5.000**

phonecards which were manufactured within few days and introduced in Brussels from **February 1977**

(see FI-STU11-BEL-01 and FI-STU11-BEL-02).

**That was the earliest industrial application and production in the revolutionary field of coherent optic !**

Sony and Philips both developed in laboratories optical digital audio disks and reading devices from

**1975**

with a first industrial production of CD-Rom in the late

**1982**

(

**five years after**

the introduction of phonecards in

**1977**

).

**This website is dedicated to this decisive innovation launched in 1972 in Switzerland by visionary collaborators from Landis & Gyr Communication SA (Zug and Geneva).**

## 2-MUSEUM's CONTENT :

- \* [Online Catalogue](#) including the earliest optical-cards produced by Landis & Gyr (Zug),
- \* [Technical Features](#) about production of optical-cards (Zug) and optical-readers (Geneva),
- \* [Articles](#) for download (in English, french, German) about optical-cards' systems,
- \* [Last News](#) about community and events from all over the world,
- \* [Tutorial](#) to be consulted in case of first access,
- \* [Click HERE](#) for the last updates.

## 3-RARITY of CARDS :

- \* **Ultra rare** = Up to 5 cards are known !
- \* **Extremely rare** = Less than 20 cards are known !
- \* **Very rare** = Great stuff for swap !
- \* **Rare** = Already proud of that one !
- \* **Difficult** = It was found in a telephone booth !
- \* **Common** = Come on !

## 4-FEATURES in PREPARATION :

Written by Alain Knecht

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- \* Cards production in Zug (Switzerland), Croydon (Great-Britain), Hsinchu (Taiwan PRC),
- \* Understanding the cards' production and embossing of the optical structures,
- \* Panorama of Payphones (phonocard) produced by L&G Communication SA in Geneva...

**Sincerely yours, Alain Knecht (March 2020).**