SECURE ID SOLUTIONS GUIDE

Enterprise-class performance
delivered to your desktop

DatacardGroup

The Importance of Secure Identity

Information is shared across the world in mere seconds with the click of a mouse or press of a button. It's no longer a safety measure but a responsibility for an organization to protect its people, facilities and intellectual property from being compromised on a global scale. Building a protected virtual or physical environment starts at the first point of contact: secure identification.

Sophisticated Credentials Straight from Your Desktop

Create dynamic credentials without sacrificing print speed and easy operation. Enterprise-class ID solutions from Datacard Group seamlessly integrate with existing infrastructure and operate at peak performance levels, cutting production time and hassle out of your already demanding schedule.

CORPORATIONS

Corporations demand highly productive, user-friendly ID solutions to provide a badge to every person who walks through their door.

- Employee, contractor and visitor badges
- Employee time and attendance programs
- Ability to combine access, security and identification in one card
- Control physical access to facilities and logical access to customer, employee and corporate data
- Combine multiple applications into one card

EDUCATION

Schools, colleges and universities utilize secure cards to foster a safe learning environment, often combining access control, identification and transactional applications all in one card for flexibility and convenience.
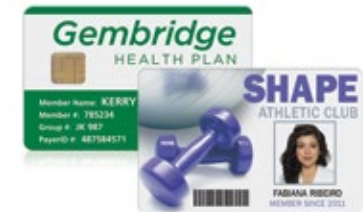
- Photo IDs for students, faculty and staff
- Ability to integrate with attendance systems
- Media center, bookstore and cafeteria transactions
- Manage access to labs, dorms, facilities and events

GOVERNMENT

Privacy and security, two critical requirements in government programs, are enforced with personalized, laminated ID cards.

- Produce cards that meet government security and durability standards
- Defend against fraud with secure, laminated citizen IDs
- Issue drivers licenses, voter IDs and entitlement program IDs on demand
- Produce authenticated credentials for government officials, employees and contractors

OTHER MARKETS

Secure IDs from Datacard Group give cardholders power and security, making them ideal for a variety of applications.

- Access control to patient records and pharmacy systems
- Faster registration and benefit eligibility confirmation in healthcare facilities
- Stored value applications such as transit cards
- Membership and loyalty cards for fitness clubs, retail stores and casinos

Upgrade Your Security with Intelligent Technology

Personalized IDs grant cardholders access to protected areas and networks while reducing the risk of fraud with durable, highly secure topcoats and laminates.

VISUAL **IDENTITY**

Don't be fooled by their impressive appearance; even the most basic visual ID cards are built for performance.

- High-quality logos and graphics
- Vibrant images and photos
- Crisp signature for added security
- Tamper-evident ghost images

SECURE **TRANSACTION**

One quick read of a secure ID can update time and attendance systems, access student or member accounts and conduct financial transactions through the use of industry-leading print technology.

- Magnetic stripe encoding
- 1D / 2D bar codes for quick scanning
- Contact and contactless smart cards personalized with system-readable data

CONTROLLED **ACCESS**

ID cards put access control in the right hands while keeping the wrong people out. Protect physical locations like offices, labs and data centers or logical access such as networks or databases.

- Proximity card-reading RFID transponder for contactless access
- Contact smart cards
- Biometrics for more accurate authentication
- Encoded magnetic stripe

STRONG **SECURITY**

Protection against fraud and counterfeiting is as essential as the card itself. For higher security applications, organizations rely on sophisticated technology and capabilities exclusive to Datacard Group.

- Highly secure laminates, topcoats and overlays
- Overt, covert and forensic security features such as holographic images, guilloche patterns, microprinting and more
- Customer-specific smart chip encoding

SECURITY LAMINATES
Protect cards against fraud and counterfeiting using sophisticated technology and print capabilities.

- Kinetic and guilloche patterns
- Holographic printing
- Microprinting
- Optical Variable Devices (OVDs)

UV PRINTING
Beyond full-color or monochrome printing, use ultraviolet ink to add invisible, difficult-to-copy layers for added security.

PERSONALIZATION LAYER
Promote your organization and personalize printed cards with logos, graphics, cardholder photo, signature and information.

BAR CODES
Store data securely with scannable 1D and 2D bar codes.

SMART CONTACT AREAS
Allow for smart card contact pads in your card design.

TECHNOLOGY LAYER
Grant access with contact or contactless smart card and RFID technology.

ENCODED MAGNETIC STRIPE
Access biographical, financial and security data with one swipe.
(back of card)

SUBSTRATE LAYER
Start with a durable substrate base to support top layers.

Azul Tech CORPORATION
ID# 631-12995
DEPT: D9
Ted Jordan

DEFINE YOUR SECURE IDENTIFICATION NEEDS

FUNCTION
What will the card be used for:
- Visual identification?
- Machine-readable authentication?
- Physical and/or logical access control?

One- or two-sided printing?

Monochrome or full-color cards?

Define use of photos, text and graphics.

ENVIRONMENT
What is the intended ID card lifespan?

What's the daily usage?
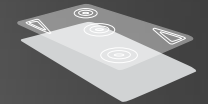*Remember to factor in card wear and tear.*

What volume of cards will you issue?

Centralized or on-demand production?

Are there plans for scalable growth?

SECURITY
Is there a potential for card tampering, forgery or other threats?

Does your organization require sophisticated laminates, OVDs or other security print features?

Do you have existing databases for card personalization and data types?

Do you operate through secure web access?

Create a Complete ID Solution

Datacard Group offers end-to-end card production solutions from initial design to finished, printed cards. Printers, software and intelligent supplies are engineered to work together and with the devices and software you currently use. Start by identifying your secure identification requirements. Then, work with your Datacard℠ Enterprise Solutions Provider to choose an ID solution that can help your organization become more efficient and protected against daily threats.

DATACARD® CD800™ CARD PRINTER

Maximize productivity and performance with an efficient, modular design. Best for:

CUTTING production time with industry-leading print speeds and fewer jams.

PRINTING ultra-fine text and complex characters in multiple languages.

CUSTOMIZING printer capabilities through modular upgrades.

DATACARD® CP80™ PLUS CARD PRINTER

Bring unprecedented security and durability to your ID program with dual-sided lamination and smart card personalization. Best for:

PROTECTING cards against fraud with security laminates, topcoats and overlays.

PRODUCING secure contact and contactless smart cards for access control.

ISSUING one card to handle transactions, access control and identification.

DATACARD® SR200 AND SR300 RETRANSFER CARD PRINTERS

Bolster card security by printing onto a variety of surfaces, including technology and smart cards. Elevate print quality with over-the-edge, dual-sided retransfer printing. Optional laminates extend card life and strengthen credential security. Best for:

ISSUING stunning cards with retransfer, over-the-edge printing.

PRINTING on a variety of substrates, including technology cards.

STRENGTHENING card security with Datacard® topcoats, overlays and laminates.

Seamless Issuance with Easy-to-Use Software

Tie your issuance program together with industry-leading Datacard® software. Protect cardholder data and issue secure ID cards more efficiently.

DATACARD® IDCENTRE™ IDENTIFICATION SOFTWARE

Accelerate production and impede security threats through flexible ID software, developed for modularity and efficiency.

IDCENTRE™ LITE for start-up ID card programs.

IDCENTRE™ BRONZE for basic card design and printing.

IDCENTRE™ SILVER for modular card design and production.

IDCENTRE™ GOLD for advanced security and smart card capabilities.

DATACARD® VISITOR POINTE™ SOFTWARE

Cut operation time and streamline registration with a quick, cost-effective check-in solution.

DATACARD® WebID™ IDENTITY INFORMATION SOFTWARE

Manage enterprise-wide programs more easily with the flexible, web-based ID card software.

DATACARD® CERTIFIED SUPPLIES

Superior, system-matched supplies deliver unparalleled quality and value, consistent performance and are backed by a 100% guarantee.

ENHANCE printer efficiency using patented Intelligent Supplies Technology™.

PRODUCE stunning, secure cards with vibrant colors.

ENSURE superb image quality by operating with only Datacard® Certified Supplies.

DATACARD℠ GLOBAL SERVICES

Rely on our skilled authorized service providers for assistance every step of the way, from initial planning to ongoing support.

PLAN and organize issuance solutions.

IMPLEMENT new technology with migration services.

INSTALL programs and train users.

CONSULT localized technical support around the world.

SECURE CREDENTIALS: Simple steps from start to finish

Follow these four simple steps to get your software, printers and supplies producing cards without hassle.

STEP 1

CREATE YOUR CARD

Begin card design with highly versatile Datacard IDCentre™ Identification Software for easy customization and data management of simple to sophisticated cards.

STEP 2

GATHER CRITICAL INFO

Build your database with pertinent cardholder information or merge existing databases and connect capture devices with Datacard identification software.

STEP 3

PREPARE YOUR PRINTER

Load ribbons, cleaning rollers, laminates and cards into your printer, allowing it to recognize and adjust accordingly.

STEP 4

PRINT CARDS

Minutes after set-up, you'll be encoding, printing and laminating batch after batch of basic to advanced ID cards.

THE NEW LOOK OF LEADERSHIP

From a 40-year heritage of customer success comes **THE NEW LOOK OF LEADERSHIP.** Decades of delivering powerful, integrated Datacard® solutions have given us the agility and knowledge to satisfy customer needs today. Innovative product development with new technology, capabilities and features supports our customers' forward-thinking initiatives. Through our broad portfolio of Datacard® desktop card printers, software and services, we can build one total solution tailored to your needs.

Putting it all together with your Datacard℠ Enterprise Solutions Provider

Whatever your secure credential needs may be, Datacard providers work directly with you to identify and build the right solution to meet those needs. They are based locally around the world to support customers from initial system design through installation and testing, training and technical support.

Find the Datacard Enterprise Solutions Provider nearest you at **www.datacard.com/buy-id-systems.**

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HEADQUARTERS AND AMERICAS
Minnetonka, MN
+1 952 933 1223
info@datacard.com

ASIA PACIFIC
Hong Kong
+852 2866 2613
asiapacific@datacard.com

EUROPE, MIDDLE EAST & AFRICA
Hampshire, UK
+44 (0) 1489 555 600
uksales@datacard.com