

# THE SCIENCE OF **SECURITY & DURABILITY**



**PROTECT YOUR PEOPLE,  
YOUR PROGRAM AND YOUR BUDGET**

**Datacard**Group

# REINVENT YOUR ID CARDS WITH THE SCIENCE OF SECURITY & DURABILITY

Datacard Group has applied the science of security and durability to develop innovative market-driven solutions to empower your card issuance program. Our scientific expertise in materials, testing and personalization has led to new hardware innovations, more secure supplies and overlays that deliver the best mix of affordability and durability yet.

Take our scientific breakthroughs and reinvent your ID card program. Design your ID cards with the right mix of security and durability features to protect your people, your program and your budget like never before.

## ARE YOUR PEOPLE PROTECTED?

- How secure are your overlays?
- Are your cards tamper-evident?
- Can you visually verify your cards?
- Are your cards resistant to counterfeiting?

## IS YOUR PROGRAM AND BUDGET PROTECTED?

- Are your cards lasting as long as they need to?
- Do you have to re-issue cards frequently?
- Can you affordably add more durability to your cards?
- How secure is your printer, card stock and supplies

## SECURE AND DURABLE BY DESIGN

Photos and basic identity data are no longer enough. Just as counterfeiting and alteration attempts have become more sophisticated, so have the features you can use to easily verify a cardholder's identity and authenticity. Maximize card security with a layered approach that includes incorporating smart chips in card substrates, unique personalization features and secure overlays with covert features.

Durability matters too. You need cards to last longer so you can avoid costly re-issuance. The durability features you build into your cards need to be resistant to abrasion, chemicals and normal wear and tear — while making cards more secure.

### SMART CHIP

Encode contact or contactless chips with biographical data, such as the cardholder's name or date of birth. Smart chips also allow for storage of biometric and other tamper-resistant data.

### VIVID PERSONALIZATION

Improve visual verification with proven technology to ensure accurate color matching and high quality printing of photos, logos and graphics.



### SECURE OVERLAY

Make cards more secure with custom overlays that offer multiple layers of security ranging from simple to complex. A combination of overt, covert and forensic security features make cards easy to verify and hard to counterfeit.

DuraShield™ clear or holographic overlays are virtually impossible to remove intact and provide edge-to-edge protection for greater card security. They are nearly as durable as polyester patches — at a cost that matches basic topcoats — which reduces costly card issuance.

### TACTILE IMPRESSION

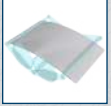
Make cards more distinct and secure by impressing an easily verified, tamper-evident generic or custom design on the card laminate and substrate.

# THE SCIENCE OF SUCCESS



## TACTILE IMPRESSION — AN INDUSTRY FIRST

Overt security — which is clearly visible to the eye — is now more than a photo and a name. Our patent pending tactile feature impresses an image into the card substrate at the time of personalization that you can see and feel. Using a custom tactile image further elevates security.



## DEBOWER

Cards bowing due to lamination is a challenging problem for issuers. A unique patent pending debower feature flattens cards inline after lamination to meet ISO specifications.



## OVERLAYS

Provide a strong line of defense against fraud and card wear. Datacard Group has a broad portfolio of secure overlays that offer many choices to fit your program and budget.

Ranging from basic clear topcoats to patches that provide the highest durability, overlays protect bar codes, signatures, logos and images. For increased security, incorporate holographic logos, text, graphics and other high-security features.

## Datacard® DuraShield™ clear and holographic overlays

- Nearly as durable as a polyester patch — yet more affordable
- Virtually impossible to remove intact
- Full edge-to-edge protection
- 4x the durability of standard topcoats — at nearly the same cost

**MAGNETIC STRIPE**  
Magnetic stripes can be encoded with biographical data and access control information and read with machine-readable systems.

**SECURE OVERLAY**  
Use custom security overlays that provide a combination of overt, covert and forensic security features that make cards easy to visually verify and hard to counterfeit.  
DuraGard® laminates offer near edge-to-edge protection and are the most durable of all overlay options and can be applied to both sides of the card for even more security and durability.

**TACTILE IMPRESSION**  
Create an extra level of security that is easy to visually verify. Combine an overlay with a unique tactile impression that causes the overlay to tear during an attempt to remove it, adding extra security by displaying tamper evidence.

**OVERLAY SERIALIZATION**  
Deter counterfeiting with a unique identifier number pre-printed on the overlay that binds specific cards to specific identities in your registration database.

0055		0705		CATA	
SURNAME <b>Cruz</b>		GIVEN NAME		SEX <b>T F</b>	
HGT <b>65 5'3"</b>		WGT <b>105</b>		SIGNATURE OF BEARER <i>Amy Cruz</i>	
EXPIRE DATE <b>04/24/2014</b>		012345			

# BROUGHT TO YOU BY DATACARD® CD800™ CARD PRINTER WITH INLINE LAMINATION MODULE

This all-in-one printer, encoder and laminator delivers everything you need to integrate the science of security and durability to your ID card issuance program.

- Unique new features: tactile impression, bar code reader for reading serialized overlays and inline debower that flattens cards after lamination
- Improved throughput
- Re-engineered for greater reliability and ease-of-use
- Modular and scalable so you can field upgrade to meet the growing needs of your program
- Bolt-down ready laminator and mechanical locks to secure the printer, card stock and sensitive supplies from theft



## INNOVATION FOCUSED ON YOU

For over 40 years, Datacard Group has continually advanced the science of security and durability to deliver card issuance breakthroughs that matter to you. Our latest desktop card issuance systems are the culmination of years of proven innovation and deep insight into our customers' escalating security and durability challenges.

Rely on our network of authorized Datacard providers worldwide to deliver the high-value, high-performance solutions you need to succeed. For more information, visit [www.datacard.com/id](http://www.datacard.com/id).



### *Secure Issuance Anywhere™*

Datacard Group empowers you to issue financial cards, mobile applications, secure IDs and credentials anywhere, anytime you choose. We design our integrated solutions — systems, software, service and supplies — to enable central, instant or mobile issuance.

**Datacard**Group

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