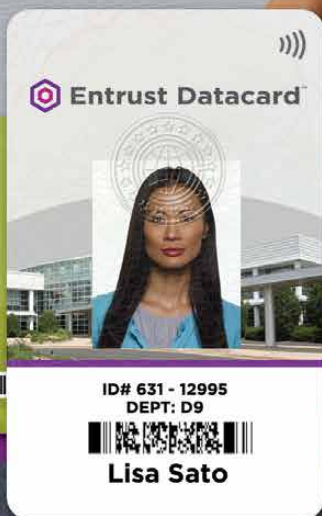


STANDARD  
**ID SOLUTIONS  
GUIDE**



**MORE POWER AND PERFORMANCE  
WITH EACH PRINTED CARD**

The background features a complex, abstract design. It consists of several overlapping, wavy, organic shapes in shades of grey and white, set against a dark grey background. These shapes resemble stylized faces or profiles. Overlaid on these are intricate, fine-line grid patterns that form a mesh-like structure. The overall effect is a sense of digital complexity and security.

# THE IMPORTANCE OF SECURE IDENTITY

Today's society shares information at incredible speeds. A technologically advanced world requires a fortified defense that starts at the front door: secure identification. These credentials combat daily threats to your organization by protecting identities, proprietary information and equipment from getting into the wrong hands. Implementing a streamlined issuance process guards even the most sensitive data, ultimately boosting productivity and profits.

# FASTER, SIMPLER ISSUANCE AT YOUR FINGERTIPS

Cut the hassle out of your issuance programs with reliable printers, high-quality supplies, easy-to-use software and responsive global services from Entrust Datacard. Versatile, cost-effective and secure identity solutions cover a range of applications and markets, from ID badges to more sophisticated cards.



## CORPORATIONS

In a busy environment, businesses rely on highly productive, user-friendly ID solutions to provide badges for everyone who walks through their doors.

- Employee, contractor and visitor badges
- Physical access control to facilities
- Logical access to networks and sensitive customer and employee data
- Productivity tracking: employee time and attendance programs
- Ability to combine access, security and identification in one card



## GOVERNMENT

Local governmental departments, programs and services maintain privacy and security with personalized credentials that resist fraud.

- Issue drivers' licenses, voter IDs, library cards and first responder cards on demand
- Produce authenticated credentials for local government officials, employees and contractors
- Meet government security and durability standards
- Defend against fraud with secure, laminated entitlement program IDs



## EDUCATION

Schools, colleges and universities issue secure ID cards to automate daily processes, grant access and help create a safe environment. ID cards can also assume the role of a wallet, combining all of these applications and transactional capabilities conveniently in one card.

- Photo IDs for students, faculty and staff
- Ability to integrate with attendance systems
- Facility and event access management
- Media center, bookstore and cafeteria transactions



## RIGHT FIT FOR ALL

Secure IDs from Entrust Datacard outperform others in a variety of applications because of their useful features for protecting people, places and processes.

- Membership cards
- Customer loyalty cards
- Transit passes
- Healthcare cards
- Hospitality/recreation cards

# SECURE CREDENTIALS BACKED BY INTELLIGENT TECHNOLOGY

Personalized ID cards and badges grant cardholders access to protected areas or networks while reducing the risk of fraud with durable, highly secure topcoats, laminates and tactile impressions.



## VISUAL IDENTITY

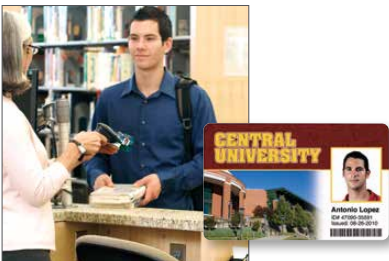
Don't be fooled by their impressive appearance; even the most basic visual ID cards are built for performance.

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

## CONTROLLED ACCESS

ID cards put access control in the right hands whether you need to protect physical locations or digital assets. Secure offices and labs or networks and databases.

- Proximity card-reading RFID transponder
- Biometrics
- Contact smart cards
- Encoded magnetic stripes



## 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 card technologies.

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

## STRONG SECURITY & DURABILITY

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

- Datacard® edge-to-edge security laminates
- Overt, covert and forensic security features, such as holographic images, guilloche patterns, microprinting and more
- Customer-specific smart chip encoding
- Tamper-evident tactile impression feature
- Wide range of laminates that extend card life and lower the overall cost of ID card issuance

### TACTILE IMPRESSION

Impress a design into the card substrate that is tamper evident and hard to replicate.

### UV PRINTING

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

### SECURITY OVERLAYS

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

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

### 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.

### ENCODED MAGNETIC STRIPE

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

### TECHNOLOGY LAYER

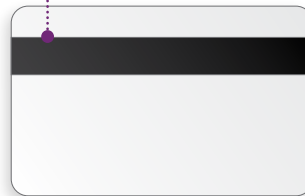
Grant access with contact or contactless smart card and RFID technology.

### SUBSTRATE LAYER

Start with a durable substrate base to support top layers.

### DURABILITY OVERLAYS

When additional security isn't needed, add clear overlays to protect card elements and extend card life.



## 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?
- Photos, text and graphics?

### ENVIRONMENT



What is the intended ID card lifespan?

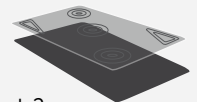
What's the daily usage?  
*Remember to factor in card wear and tear.*

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?

How much does card re-issuance cost your organization?

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?

Do you need a truly unique feature for overt security?

# CREATE A COMPLETE ID SOLUTION

Entrust Datacard 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 authorized provider to choose an ID solution that can help your organization become more efficient and protected against daily threats.



## **DATACARD® SD160™ CARD PRINTER**

Reduce card waste and print time for basic photo IDs and badges. Best for:

**UPDATING** and reusing cards with rewrite capability for applications such as visitor badges.

**PROVIDING** flexibility to issue regular or rewriteable cards from one printer.

**DELIVERING** layers of security for cards and visitor badges through affordable UV printing.

## **DATACARD® SD460™ CARD PRINTER**

Produce secure, durable ID cards with edge-to-edge security overlays, topcoats and patches. Best for:

**PROTECTING** cards against fraud, counterfeiting and wear and tear with security laminates.

**PRODUCING** highly secure cards with tactile impressions, smart chips, custom holograms, magnetic stripes and bar codes.

**EXTENDING** card life and protecting images with high-quality, durable supplies.



## **DATACARD® SD260™ AND SD360™ CARD PRINTERS**

The SD Series printers put efficient, superior performance on your desktop. Best for:

**PRODUCTIVE**, easy-to-use card printing with intuitive operation.

**FAST** issuance with industry-leading print speeds and fewer jams.

**IMPRESSIVE** cards and enhanced print quality.

## **DATACARD® SR200 AND SR300 RETRANSFER CARD PRINTERS**

Fortify card security with over-the-edge retransfer printing and encoding onto technology cards. Best for:

**STUNNING** print quality through retransfer printing.

**PRINTING** on a variety of card materials, including technology cards.

**PRESERVING** images and cards through optional secure lamination.



# SEAMLESS ISSUANCE WITH EASY-TO-USE SOFTWARE



## DATACARD® TRUCREDENTIAL™ SUITE SOFTWARE

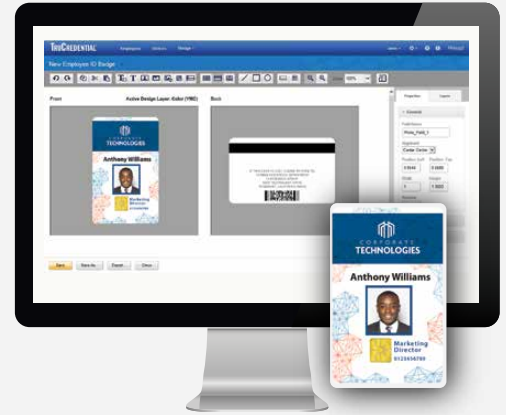
A flexible solution for driving efficient and secure card design, issuance and management.

**Easy to use**, browser-based operation and intuitive interface.

**Out-of-the-box integration** with existing databases and common applications.

**Scalability & control** for managing all users in the enterprise.

**Configurable workflows**, templates and user-specific security profiles.



### BASIC CARD ISSUANCE

#### Express & Plus Editions

Everything you need to launch and manage a basic ID card program.

### INTEGRATED SOLUTIONS

#### Professional and Enterprise Editions

Added flexibility and advanced features for more complex ID card programs.

## 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<sup>SM</sup> 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® TruCredential™ Suite 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.

## PUTTING IT ALL TOGETHER WITH YOUR ENTRUST DATACARD PARTNER

Whatever your secure credential needs may be, Entrust Datacard partners 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.

### INNOVATION FOCUSED ON YOU

For over 45 years, the Datacard® brand 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 Entrust Datacard partners 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).



#### Corporate Headquarters

Phone: +1 952 933 1223

[www.entrustdatacard.com](http://www.entrustdatacard.com)

[info@entrustdatacard.com](mailto:info@entrustdatacard.com)