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FOR IMMEDIATE RELEASE

## **DATACARD GROUP SIMPLIFIES SMART CARD PROGRAMMING FOR ID APPLICATIONS**

### **Smart Card Designer Tool puts the entire process on a single screen.**

Minnetonka, MN, October 31<sup>st</sup> 2008 — Datacard Group, the world leader in secure ID and card personalization solutions, today announced the release of their new Smart Card Designer Tool for Datacard® identification software. With it, smart card issuers can configure the personalization of smart cards quickly and conveniently.

This powerful software dramatically reduces the time and costs associated with developing customized smart card applications, enabling issuers to design smart chip encoding processes just as easily as designing the layout of a card. Together with a Datacard® card printer, identification software and smart card coupler, this tool provides a completely integrated solution for smart card personalization. The tool requires no special programming experience and allows users to test their designs with the click of a button.

“Users will be able to recover their investment in the software with just a few uses,” said Connell Smith, Head of Datacard Group’s ID Solutions group. “MIFARE® card application designs that could take weeks to be completed can in some cases be done in just minutes.”

The tool is integrated with Datacard identification software including IDCentre™ Gold v6.5 and ID Works® Enterprise v6.5, and is compatible with smart card enabled Datacard desktop CP Plus and SP Plus card printers.

Datacard Group Datacard offers a complete range of smart card enabled solutions including technologies that assist with EMV migration, support near field communications applications, and enable secure capture and enrollment.

“We’re one of the few manufacturers in the world that offers end to end smart card technologies – from card milling and chip embedding, encoding, mass personalization, digital security and secure enrollment. The Smart Card Designer Tool is just one more way that we’re demonstrating our commitment to this market,” added Smith.

Datacard Group offers the world’s best-selling secure ID and card personalization solutions. The company’s portfolio includes systems for high-volume card issuance, card delivery and fulfillment, secure ID issuance and passport production, plus extensive service and supply offerings. Datacard Group serves customers in more than 120 countries ([www.datacard.com](http://www.datacard.com)).

**Visit Datacard Group at Stand 3 F 041 in Hall 3, during Cartes, 2008, being held at the Paris-Nord Villepinte Exhibition Centre, in Paris, France, November 4 – 6, 2008.**

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