



DATACARD®
INSTANT ISSUANCE SOLUTIONS

Drive Revenue, Reduce Costs *Instantly*

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DatacardGroup

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

INSTANTLY IMPROVE YOUR FINANCIAL CARD PROGRAM

ATTRACT CUSTOMERS, DRIVE NEW REVENUE

Are you looking for new ideas to attract cardholders? Do you want to increase card activation and cardholder spending? Would you like to reduce card program costs and improve security? Datacard Group can help. We offer a full line of desktop card personalization systems you can use to launch a highly effective instant issuance program. Instead of asking customers to wait for days or weeks while their cards are produced and mailed, you can give them high-quality, ready-to-use cards instantly.

ALLOW CUSTOMERS TO USE CARDS IMMEDIATELY

Datacard® instant issuance systems make it easy and affordable to issue cards instantly. When customers receive ready-to-use cards, they are more likely to activate and use them immediately. Instant issuance also satisfies growing consumer demand for faster and more personalized service so you can enhance customer loyalty. It only takes minutes for a new customer to walk into a branch office, receive a personalized card and start using it.

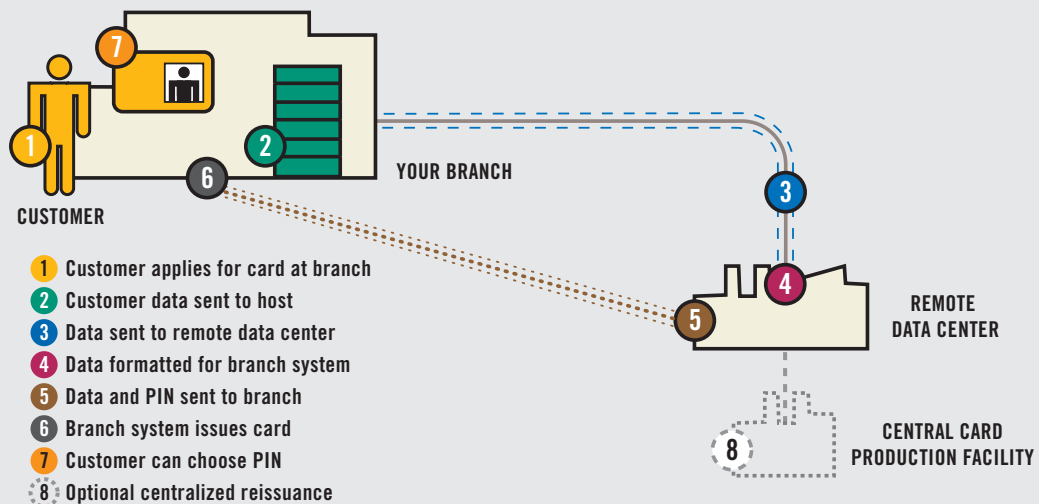
REDUCE YOUR CARD-RELATED COSTS

Supplementing centralized card production with instant issuance will help minimize costs in your card program. You can eliminate many expenses associated with mailing cards, such as postage, stationery and lettershop activities. Plus, you can use centralized systems for card reissuance. Integrating branch and centralized issuance with Datacard systems can eliminate double entry and make it easy to manage customer data, while maintaining card look and feel.

SECURITY FEATURES PROTECT CARDS AND DATA

Personally handing cards to customers reduces the risk of theft and loss. Datacard® instant issuance systems also offer physical and logical security features that help prevent fraud and protect data, card stock and proprietary supplies. Electronic security restricts access to authorized users. Physical locks allow you to securely attach the systems to a workspace and protect card stock and supplies.

HOW INSTANT ISSUANCE WORKS



PROVEN INSTANT ISSUANCE SUCCESS

A TRUE INNOVATOR IN INSTANT ISSUANCE

Banks, retailers and other financial card issuers have relied on Datacard Group for years to make instant or distributed card issuance fast, affordable and secure. We understand the customer demands, portability needs and security risks surrounding an instant issuance program — and our card personalization systems and card printers reflect this knowledge. Our expertise includes issuance of smart cards, embossed magnetic stripe cards, photo cards and more. You can count on quality performance and system reliability when you look to Datacard Group for instant issuance solutions.

WORLD LEADER IN CARD ISSUANCE SOLUTIONS

Datacard Group transformed the world by making secure, mass issuance of credit cards possible nearly 40 years ago. Since then, we have developed deep, collaborative relationships with major financial card issuers and other market leaders. We are also a trusted resource and advisor for worldwide financial standards committees. Breakthroughs in contact and contactless smart cards, color imaging and other key technologies have extended our leadership position in financial markets around the world.

GLOBAL SERVICE AND SUPPORT NETWORK

Our network of service and support experts spans more than 120 countries. This global reach gives us a deep understanding of our customers and the markets they serve. It also allows us to provide responsive service and support virtually anywhere our systems are deployed.

POWERFUL ADVANTAGES FOR YOUR CARD PROGRAM

- Increase card usage
- Meet consumer demand for personalized financial cards
- Differentiate from local competitors
- Build your brand
- Generate new streams of revenue
- Strengthen customer loyalty via points programs and discounts
- Attract new customers
- Reduce costs related to mail theft and lost cards

COMPLETE PORTFOLIO OF INSTANT ISSUANCE SYSTEMS

Systems for embossed cards

Datacard® desktop card personalization systems offer you a choice of card issuance features, including embossing, indent printing, smart card personalization, magnetic stripe encoding and graphics printing.

Systems for flat graphics printing

Datacard® card printers deliver brilliant, full-color unembossed cards with your choice of smart card personalization, magnetic stripe encoding and inline application of a protective topcoat. You can also print on pre-embossed cards.



Datacard® desktop card personalization systems



Datacard® card printers

WORLD LEADER IN SECURE ID AND CARD PERSONALIZATION SOLUTIONS

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

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