

**Successful Digital Identification Solutions International partner event and product pre-launch in Singapore leads to major order-backlog**

**Stuttgart, Germany, October 19, 2009 – Digital Identification Solutions AG, a leading international supplier of identification solutions, held its latest international partner training successfully in Singapore during the first week of October 2009 where again both newcomers and advanced learners were trained in parallel training streams one full week.**

The international partner training was the biggest event ever held by the company. For the first time more than 105 participants coming from 37 different countries from all over the world were trained which was another record attendance for Digital Identification Solutions. Partners from as far away as North and South America, Europe, Russia, China, South East Asia, Australia, Africa, and the Middle-East did benefit from one of three simultaneous training tracks that best met their unique needs.

The attendees had the possibility to opt for Sales and Marketing, Advanced Sales, or Tech Training. Both sales streams were completed by a common workshop about software products. The training was headed by a conjoint product show day, giving an overview on the new Business Line and the much enhanced Professional Line printer programs as well as new software products to all participants before going into depth the following days. All attendees are exalted that the majority of the internal parts of the new XID 8300 and XID 93xx printers is build using the extremely rugged and reliable heavy-duty construction which had made the XID 5xxie series become the most reliable retransfer printers in the markets since many years. Even the whole ribbon program, consisting of five distinct versions plus the long lasting XID ART retransfer film, is fully compatible with the XID 5xxie series so that customers and distribution partners can leverage from the existing media portfolio without any changes.

With more than 21 years of experience in the ID industry, the management team of the Digital Identification Solutions Group understands that the introduction of such new and comprehensive product solutions is only the first step to success. Information sharing, sales and technical trainings, and solid service and support are the cornerstones that differentiate this unique company. During this event, Digital Identification Solutions has trained all distribution partners on its new comprehensive line of products and solutions which will be introduced to the public at

various international trade fairs, exhibitions, and international partner events during the next months, starting at the GITEX in Dubai, United Arab Emirates, on October 18, 2009.

“The training week was extremely successful for our company. Never before in the history of the ID industry has a vendor launched such a comprehensive line of new products and solutions, enabling our partners to offer a total system solution that meets the unique security, throughput and budget needs of the clients they serve anywhere in the world. Best of all is that the new printers, while using the USB interface, come with the same unique, powerful and extremely user friendly printer drivers which end-users and partners could already enjoy with the XID 5xxie series and which does enable customers to even use the versatile Advanced Chip Encoding Framework (ACEF) right from the beginning” said Gerd Schaefer, CEO of the worldwide operating group who was also on-site in Singapore during the partner event. “The feedback gained from the participants was extremely positive. All distribution partners are very impressed about the new portfolio and are very enthusiastic, especially as the major portion of the new Business Line and Professional Line Products will be available still within this year. During the training alone we already received on-site orders for several hundred of the new printers plus additional equipment and consumables which represent a value of more than US \$ 1 Million”, Schaefer added. We expect to collect additional orders during the forthcoming events which will give us a very comfortable back-order level to start with.”

#### **About Digital Identification Solutions**

The Digital Identification Solutions Group is a global provider of advanced identification solutions with a worldwide installed base of more than 10,000 systems. In October 2009 the Group has introduced to the world market the latest *ED/secure*<sup>®</sup> XID Retransfer Printer generations for distinct Business Line segments as well as a much enhanced Professional Line Portfolio in combination with new Inline Lamination Modules. The Professional Line Portfolio will support multiple new modules in the forthcoming future, as well as the revolutionary LCP 9000 Laser Color Personalization System, which had been pre-announced already earlier. The company has own sales-, marketing-, logistic- and support centers in Germany, the United Arab Emirates, Singapore, China, the United States and Mexico. Together with its vast network of certified partners, Digital Identification Solutions is in a position to deliver state-of-the-art solutions virtually anywhere in the world. The company combines cutting-edge technology, extensive industry know-how and an impressive array of references in the private and public sector.

For further information please visit [www.digital-identification.com](http://www.digital-identification.com)

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