



**Press Release**

**Digital Identification Solutions introduces new Personalization Systems  
across multiple Product-Lines using proven and revolutionary new  
Technologies at the same time**

Stuttgart, Germany, 16 September 2009 - Digital Identification Solutions AG, a leading international supplier of identification solutions, is proud to announce a new comprehensive program of ID personalization products built on the company's existing backbone of retransfer printing solutions. This new family of products includes a new "Business Line" retransfer printer generation based on the same reliable platform as the current *EDIssecure*® XID5xxie series. The "Business Line" incorporates new manufacturing technology providing for a smaller footprint, less weight and an unparalleled versatility, all of which contribute to a most attractive end-user price. Therefore, a much broader range of clients can enjoy the benefits of an industrially designed and manufactured retransfer printer resulting in the perfect personalization solution, especially for technology cards with contact- and contactless interfaces.

The new "Business Line" also includes optional single-sided or dual-sided lamination in one pass in the new ILM-LS or DS Laminator, greatly improving productivity and throughput. Nestled between the *EDIssecure*® Value Line and Professional Line products, the new printer generation shows the flexibility and vision that has made the company one of the world's leading providers of such identification solutions.

Building on more than 8 years of field experience with retransfer technology at over 6000 installations, the exciting new *EDIssecure*® Professional Line has leapfrogged the competition with the introduction of the highly secure XID 9300 and 9330 retransfer printers. Based on the proven XID 5xxie platforms, the XID 9300 and 9330 are designed for high volume card production and environments where maximum security is required. They join the LCP 9000 Laser Color Personalization System; the world's first modular desktop card production system which combines the quality of color retransfer printing with the ultimate security of laser engraving and lamination as well as many other optional modules.

Another new addition to the Professional Line is the *EDIssecure*® HPM 9000 Holographic Personalization Module which makes on-demand custom hologram personalization possible on a desktop level. For the first time ever, each card can have an individually unique hologram which includes items like variable text, the cardholder's photograph, a company logo, symbol or even coat of arms. The HPM 9000 also makes minimum order quantities of laminate materials a thing of the past, making this one of the most flexible and powerful lamination options ever available in the market. Every HPM 9000 Module can be combined with any other personalization device within the new Professional Line portfolio.

With more than 21 years of experience in the ID industry, the management team of the Digital Identification Solutions Group understands 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. That's why the company chose to host their partners from all over the world in Singapore during the last week of September to take part in a week-long information sharing program. During the week's activities, more than 110 participants from as far away as North and South America, Europe, Russia, China, South East Asia, Africa and the Middle-East will benefit from one of three simultaneous training tracks that best meet their unique needs.

"Never before in the history of the ID industry has a vendor launched such a comprehensive line of new products and solutions" said Gerd Schaefer, CEO of the worldwide operating group. "While other vendors introduce products, the Digital Identification Solutions Group has listened closely to our clients and is launching complete solutions, rather than just boxes, 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. The whole new range of solutions will be shown officially on October 18, 2009, at the GITEX Trade Fair & Exhibition in Dubai, U.A.E, the 3<sup>rd</sup> largest IT & Office Automation Event in the world."

"We are especially pleased to mention that a major portion of the new Business Line and Professional Line Products will be available for immediate delivery right after the Dubai Show", Schaefer added.

#### **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 November 2008, the Group successfully introduced the latest *EDIssecure*® XID Retransfer Printer generation combined with highly secure laser engraving. The company has sales, marketing and support operations in Germany, the United Arab Emirates, Singapore, China, the United States and Mexico. Together with its vast network of certified

partners, Digital Identification Solutions delivers state-of-the-art solutions globally. The company combines cutting-edge technology, extensive industry knowledge 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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