



**Digital Identification Solutions & ThingMagic Partner for
Gen2 UHF RFID Encoding**

Piedmont, SC/USA, October 28, 2009 - Digital Identification Solutions, a global solutions provider, announced the integration of the ThingMagic USB RFID reader/encoder with the EDIsecure XID Retransfer Printer. By easily attaching the Gen2 UHF USB encoder to the side of the XID printer, ID badges are printed and encoded in one easy step.

Digital Identification Solutions has continued to grow in the security industry by providing reliable ID card and high security identification products, and part of this growth includes finding new partners to increase reliability and performance. Driven by customer demand for integrated RFID encoding, Digital Identification Solutions sought a partner capable of providing a variety of reader form factors to support existing and emerging market-specific solutions. ThingMagic was selected for its product breadth, market leading performance, and strong commitment to its partners through dedicated sales and marketing programs and resources.

“When these two companies were first introduced, it was easily recognized that there was great potential for an integrated solution”, said Jonathan Bowen, Product Marketing Manager of Digital Identification Solutions. “Initial beta activities generated interest and several customers are now using the RFID capabilities of the XID printer to support a variety of applications.”

The capabilities of the ThingMagic USB reader – including reliable tag reads at ranges up to 12 inches – have led to high rates of customer satisfaction. These capabilities, in turn, have cut down on the extra wear of ID cards that typically would have to be swiped or scanned, allowing the print quality from the XID printer to last longer.

Early successes from this partnership include implementations of RFID-enabled employee tracking solutions and initiatives to track students getting on and off school buses. The companies expect to see growing interest across a wide range of applications including loyalty and promotional programs, facility access, border control, and transit operations.

“The identification and security applications supported by the integration of the ThingMagic USB reader with Digital Identification Solutions’ XID printers are great examples of how UHF RFID can be used to simplify and improve everyday business activities,” said Yael Maguire, CTO of ThingMagic. “We believe this partnership provides the market with a unique offering that will result in exciting new business opportunities for both companies.”

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 *EDIsecure*[®] 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

About ThingMagic Inc.

ThingMagic is a leading developer of radio frequency identification (RFID) technology, with broad experience in applying RFID in a wide range of industrial and consumer applications. ThingMagic's customers include some of the world's largest retailers, consumer companies, automotive firms, manufacturers and industrial automation firms. ThingMagic products include fixed and embedded RFID readers and antennas, embedded and OEM RFID technology, and professional services to facilitate the OEM integration of RFID into a wide range of industrial and consumer products. ThingMagic is “The Engine in RFID™.” <http://www.thingmagic.com>

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