



Press Release

Digital Identification Solutions announces the availability of the new Personalization Solutions which were launched during the GITEX Trade Fair & Exhibition in Dubai, U.A.E, on October 18, 2009

Stuttgart, Germany, 2 December 2009 - Digital Identification Solutions AG, a leading international supplier of identification solutions, today confirmed that the most comprehensive program of ID personalization products the company has ever launched will soon have shipping approval in order to provide a strong tailwind for the year end business.

Never before in this industry has such a powerful line of new products and solutions been launched worldwide within only 2 months followed by an almost immediate availability of important application software, hardware, drivers, encoding plug-ins and consumable products.

While the new *EDISecure*® CMS 4.0, as well as the *IDExpert*® SmartACT 1.2 Card Management Software already have full shipping approval, the brand new "Business Line" and "Professional Line" range of retransfer personalization solutions will become available to customers within the next two weeks.

Immediately after the group had started the training program for its international distribution partners in Singapore, with 110 participants from 37 countries worldwide, followed by the official program announcement during GITEX in Dubai, as well as follow-on events in Las Vegas, N.V. and Charlotte, N.C., USA, and most recently in Paris, it had been inundated with firm orders from its customers.

"In the last 8 weeks we collected orders for retransfer based personalization systems, both for the existing as well as the new portfolio, which would exceed the demand of a typical 6 months period under normal conditions" said Gerd Schaefer, CEO, of the worldwide operating group. "Considering the fact that 2009 – so far – never had been a normal year for us as well as the rest of this industry and many others, this order backlog is even more remarkable. The initial response from the market did by far exceed our boldest expectations", Schaefer added.

The company will do its utmost to supply most of the orders on hand before the year end. However, there is a certain likelihood that not all of them can be processed on time, so that the group at least will start with a strong back-order situation into fiscal 2010.

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 11,000 systems. In October 2009 the Group has introduced to the world market the latest *EDIssecure*[®] 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

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