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**IDenticard Systems Partners With I&A System Company  
To Bring Compact, User-Friendly SMART Printer To U.S. Market.**

*Sleek, Rugged And Lightweight ID Card Printer Is Packed With Versatile Functionality.*



Lancaster, PA (September 14, 2009) – IDenticard Systems, a market leader in access control, personal identification and custom ID badges, announces a partnership with I&A System Co., Ltd., a South Korean card printer manufacturer, to bring the reliable and user-friendly SMART card printer line to the U.S. market. The SMART printer, available in versions for single-sided or dual-sided printing, is a compact, lightweight ID card printer that is packed with user convenience features, includes customer-friendly

software tools, and provides the optional ability to encode magnetic stripe, or contact or contactless chip cards.

IDenticard will be showcasing the SMART printer at ASIS 2009, from September 21<sup>st</sup> - 23<sup>rd</sup>, in their booth #3801.

The SMART printer weighs about 10 pounds (12 pounds in the dual-sided version) and measures about 7x8x17 inches. The printer's sleek, rugged design includes front-in and front-out card hoppers, two-button operation, a two-line LCD display showing real-time process status, and a convenient, semi-cartridge-type ribbon and cleaning roller. Print speed is a maximum of 25 seconds per card to produce superior print quality using dye sublimation/resin thermal transfer printing in color or monochrome, including fluorescent printing for quality and security.

“We are pleased to distribute this compact and feature-rich card printer to the U.S. market. It’s the ideal complement to our suite of access control and badging solutions,” said Rod Merriweather, Marketing and Business Development Manager, IDenticard Systems. “The SMART card printer is perfect for small to mid-sized corporations, banks, schools and government facilities. As the concept of card printing expands to include more functions, such as security features and smart card encoding, the SMART fills a perfect niche for a small printer that delivers reliable performance, high quality and user convenience.”

“IDenticard Systems is the perfect partner to introduce our innovative printer to the U.S. market,” said Tommy Kim, Marketing Manager, I&A System Co., Ltd. “IDenticard Systems has demonstrated a decades-long commitment to technical innovation and customer service, and their partnership and endorsement of our SMART printer is a great boost for us in this important market.”

The SMART printer's simple-to-use graphical user interface (GUI) ensures convenience using design Wizards and templates, and customer-oriented software tools include a

card printer setup utility, a card printer test utility and a card printer firmware utility. The exclusive card issue design and encoding tool is compatible with Microsoft programs such as Excel, Word and PowerPoint and with Adobe Photoshop.

Multiple encoding options are available for various formats related to magnetic stripes and contact or contactless chip cards, including MIFARE, DESFire and HID iClass. Printer specifications include 64 MB of memory, print resolution of 300 dpi, USB interface, and Windows 2000/XP/Vista driver. The input hopper can accommodate 100 cards (each 0.76mm thick), and the output hopper can accommodate 40 cards. The printer can handle cards ranging in thickness from 0.38mm to 1mm. The single-sided model is field-upgradeable for double-sided printing.

\*All trademarks are the property of their respective owners.

**For more information call 800-233-0298 or visit [www.identicard.com](http://www.identicard.com).**

**About IDenticard:**

IDenticard is a market leader in personal identification, access control and custom identification badges. Known as an innovator in security card technology, its products include identification card systems that combine biometrics, digital imaging and other technologies to positively identify people and prevent identification card counterfeiting; and access control systems that restrict entry into buildings using multiple card-reader technologies. IDenticard offers a wide range of choices in custom-printed security ID cards that include special applications designed to protect against unauthorized alteration or copying.

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**\*EDITORS' NOTE:** Electronic files and photos are available upon request by emailing Sara Greenberg at LRG Marketing Communications [sgreenberg@lrgmarketing.com](mailto:sgreenberg@lrgmarketing.com).