SUCCESSFUL SMART CARD PROGRAMS BEGIN HERE

As a smart card issuer, you have choices. You can outsource your program and relinquish control over security, service and delivery. You can try to manage the integration risks of building your own infrastructure with components from multiple manufacturers. Or you can maintain the control you enjoy today by deploying an integrated and highly cost-effective smart card solution from Datacard Group featuring our new Datacard® Affina® smart card software solutions.

INTEGRATED AND CONFIGURED TO MEET YOUR NEEDS

Datacard® smart card software solutions offer everything you need for a successful program, including software and hardware for data preparation, smart card personalization, card delivery and smart card life cycle management. Best of all, our solutions are fully tested and tightly integrated. They will work together seamlessly and simplify your smart card program. Deployment is fast and easy — and it does not require extra support from your IT staff.

COMPLETE SOLUTIONS, BUILT ON WORLD-CLASS COMPONENTS

Affina® smart card software solutions address three of the largest concerns card issuers have about the transition to smart cards — cost, control and complexity. The plug-and-play simplicity of our complete solutions lets you build on your current card operations and minimize expense associated with deployment, training and day-to-day operations. While our software and hardware offer exceptional value, our integrated solutions set us apart and make us a leader in empowering smart card success.
BREAKTHROUGH SOLUTION
ISSUE SMART CARDS IN A SINGLE STEP

Our new Datacard® Affina® One Step issuance solution represents the ultimate in smart card simplicity. While the technology behind the solution is complex, operation is easy.

You simply send magnetic stripe cardholder data from your host system to a Datacard® card issuance system. The issuance system then communicates with Datacard® Affina® Personalization Manager software to retrieve the required information and keys.

This automated process makes smart card issuance fast, secure and extremely easy. In fact, because of the plug-and-play simplicity of the solution, there is little or no extra work for your IT staff. Also, the solution can be integrated with existing assets — such as your cardholder database and your Datacard card issuance systems — so capital costs are low and implementation is fast.

The Affina® One Step issuance solution makes smart card issuance fast, easy and cost-effective.
Affina® software solutions from Datacard Group reflect our clear leadership position in solutions for smart card production, personalization and issuance. Card issuers like you use our smart card solutions every day to drive successful programs in financial institutions, government agencies, telecommunications companies and more.

• **Affina® Data Preparation Software**
  This software accepts magnetic stripe data from a host system and converts it into encrypted smart card data for the personalization process. It generates keys to protect data and allows you to establish and manage standard risk parameters. Available in server-based or Enterprise (mainframe) versions.

• **Affina® Personalization Manager Software**
  This software manages keys and stores personalization applications on a central server. You can manage a variety of smart card jobs and drive multiple high-volume and desktop Datacard® card personalization systems from a single point of control.

• **Affina® One Step Issuance Software**
  Our one-step software solution integrates the power and capabilities of our data preparation and personalization management software solutions. This highly efficient solution brings exceptional speed and simplicity to the smart card issuance process.

• **Affina® Profiles and Scripting Software**
  We offer Affina® profiles and scripting software for smart card issuers looking for cost-effective production and development environments. Open standards make it easy to develop and launch new smart card-based products.

• **Affina® MULTOS™ Issuance Software**
  We offer the issuance software you need to quickly and easily personalize MULTOS®-based smart cards.
AFFINA ENTERPRISE PLATFORM SOFTWARE

Smart card issuers can use the Enterprise versions of our Affina® smart card software to accommodate advanced requirements, such as multi-application cards, exceptionally high card volumes or mainframe environments.

• Affina® Data Preparation Software — Enterprise Version
The Enterprise version of Datacard® Affina® data preparation software features a highly flexible database that allows you to manage risk parameters at the individual cardholder level. Risk parameters for each smart card can be entirely unique, but the personalization process runs as fast as if you were operating in batch mode. This software can be configured to run on your mainframe or in a server environment.

• Affina® Smart Card Manager Software — Enterprise Version
This software solution records and tracks particular characteristics of each individual smart card during the personalization process. Information, such as card type, operating system, memory size, application version and life cycle state are stored in a database you can reference when you need to make a decision about updating or replacing smart cards that have already been issued.

• Affina® Post-Issuance Download Software — Enterprise Version
This software solution makes it easy to add, delete or upgrade applications stored on your smart cards after they are in cardholders’ hands. It also tracks and manages the history of each card and builds a powerful database for a variety of one-to-one marketing applications.
FULL RANGE OF CARD ISSUANCE SYSTEMS

Datacard® Affina® smart card software solutions offer full compatibility with existing Datacard® card issuance systems, which helps keep capital costs low. If you do not already have card issuance capabilities, we can configure high-volume or desktop systems to meet your needs.

• **High-volume card personalization systems**
  Datacard® high-volume card personalization systems outsell all other brands worldwide. Modular systems include the Datacard® MX6000™ card issuance system, the Datacard® Maxsys™ card issuance system and the Datacard® 9000 and 7000 Series card issuance systems.

• **Integrated production and personalization systems**
  The modular Datacard® MPR5000 card production and personalization system offers inline milling, embedding, plug punching, magnetic stripe encoding, contact and contactless chip encoding, laser engraving and thermal transfer printing. You can turn blank white cards into ready-to-use, highly personalized smart cards in a single-pass operation.

• **Multiple card delivery options**
  Our high-volume card personalization systems can be configured with your choice of inline or stand-alone card delivery systems. These systems print highly personalized card carriers and forms, affix cards and create ready-to-mail packages.

• **Desktop card personalization systems**
  Datacard Group offers desktop card personalization systems for pilot programs, low-volume issuance or distributed issuance. Capabilities include chip personalization, magnetic stripe encoding, full-color and monochrome printing, embossing, indent printing and inline application of secure overlays.

• **E-passport systems**
  Datacard Group offers systems for centralized production and distributed issuance of highly secure e-passports. Our systems offer speed, quality and strong security features.
COMPLETE PORTFOLIO OF PROFESSIONAL SERVICES

Datacard Group service experts have already encountered and solved the challenges you will face as you issue smart cards. They are available worldwide to help you with any phase of your program.

• **Planning and Design**
  Our global smart card experience is especially valuable in the planning and design phase. We can help you avoid technical pitfalls and ensure timely deployment of your smart card infrastructure.

• **Implementation**
  We can help you deploy Datacard® smart card solutions — or integrate our offerings with other equipment and software to create a cost-effective infrastructure. Custom design and development capabilities are also available.

• **Operations**
  We offer on-site or online training and certification programs, plus ongoing support capabilities — including on-site, on-call and online options. Our support network offers local, responsive support in more than 120 countries.

• **Investment Optimization**
  Your smart card program changes constantly. New market opportunities can arise. New competition and price pressures can emerge. And new technologies become available that can make your operation faster, smarter and more profitable. Datacard Group service experts can help you successfully capitalize on all these opportunities.
Datacard Group offers the world’s best-selling secure ID and card personalization solutions. The company’s portfolio includes systems for high-volume card issuance, card delivery, secure ID issuance and passport production, plus extensive service and supply offerings. Datacard Group serves customers in more than 120 countries. www.datacard.com

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Datacard Group
SECURE ID AND CARD PERSONALIZATION SOLUTIONS

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