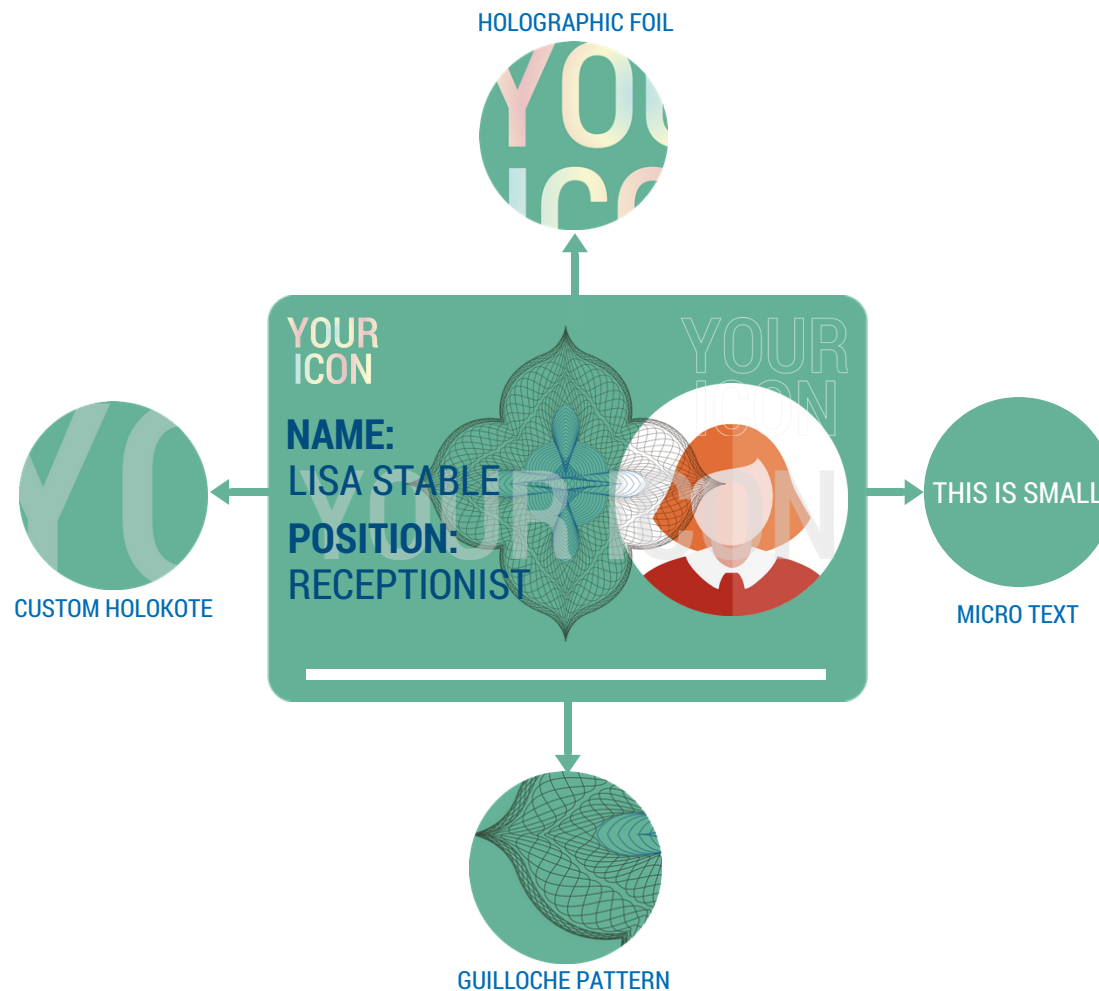


A SIMPLE GUIDE TO ID CARD SECURITY



In this guide, you'll discover cost-effective solutions to improve your ID card security.

WHAT LEVEL DO YOU RATE YOUR ID CARD SECURITY?

Technology has become an integral part of our everyday lives in business and on a personal level. Today almost everyone owns a Smartphone, laptop or electronic device that allows them to quickly and efficiently send, share and receive data from all over the world.

While all this technology has transformed and enhanced our daily lives, particularly in the business world, it also poses more security risks that need to be dealt with.

Most companies, irrespective of their size, will have some form of cyber security in place within their business operations, which ensures personal and sensitive data is protected from getting into the wrong hands via computer networks and the internet. However, security isn't just about protecting your business online.

There are still plenty of physical threats at your front door that could subject you to damaging data breaches within your business. These threats have always been there; companies are frequently targeted by thieves looking to gain access to premises to steal products, equipment, data and money. This means that securing your business from the ground level up, is still a vital part of any security protocol you may have, and should be your first and last line of defence.

Thankfully, there are now numerous technological advances in the form of visual ID card security that make securing your business from unwanted intruders easier and more efficient. The world of visual ID security cards has undergone tremendous advances beyond a plain white photo ID card with a few lines of text, which can be easily duplicated and forged. Modern staff identity cards have been developed using intelligent technology to deliver a more robust and versatile security solution to keep businesses safe. From remote access security cards to computer access ID cards, they all use intelligent technology to increase the safety to protect your business, data and your staff.

At Digital ID we specialise in visual ID security cards and systems for a broad range of companies and organisations including; governments, educational institutions and private businesses. However, there is a myriad of options available, so to make it easier to decide on what staff ID security system is most appropriate for your business, we've put together a practical guide to understanding visual ID security and the various options available.

**READ ON TO SEE THE FULL LIST OF ID CARD SECURITY
FEATURES AVAILABLE FOR YOUR BUSINESS OR ORGANISATION.**

1. UV - Ultraviolet.

Cost:

Low **Medium** High

Ultraviolet ink printing technology is commonly used as an additional security measure on currency and by government institutions such as the DVLA for driving licences.

By using UV printing as part of your ID card design and security, you can have a discreet way of heightening security within your business, as the UV ink mark is not visible to the naked eye, only appearing when placed under a UV light.

By equipping your business ID cards with a custom UV pattern that is 100% unique, you are also making them harder to forge. Someone attempting to duplicate a staff ID card may not even realise there is a UV ink mark on the card unless they place it under UV light, even then, creating a replica would be difficult.



TO ADD UV PATTERN TO YOUR CARDS YOU'LL NEED:

The IDP Smart 50s Printer and The IDP Smart 659000 Printer Ribbon

2. Guilloche Printing.

Cost:

Low **Medium** High

Guilloche printing is an ornate pattern to prevent cards being forged. The pattern consists of a series of woven, curved lines in a geometric pattern that can be applied in various colours.

The actual pattern itself, which can be applied to the entire face of a card, like a background pattern, may look relatively simple to the naked eye but is in fact very complex. To recreate a guilloche pattern, someone would need a series of complex codes, which renders any card bearing guilloche printing virtually impossible to forge.

With guilloche printing, businesses can also have the option to create their own truly unique pattern that only they use, or apply an automated guilloche pattern that is still unique, but not customised. All guilloche patterns are identified using a particular card reader.

3. Security Stamp.

Cost:

Low Medium High

Holographic foil can be used to give visual ID cards an extra layer of security that is very hard to counterfeit.

It works by producing a holographic image or holographic foil, also known as a HoloPatch, which is then laminated onto the corner of the ID card.

Like the HoloKote watermark, it will change colour when tilted at different angles but is always visible on the card and hard to duplicate or counterfeit.

**WANT TO ADD ADDITIONAL CARD SECURITY
WITHOUT SPENDING A PENNY?**
VISIT PAGE 8 FOR SIX ADDITIONAL BONUS TIPS.

4. Micro Text.

Cost:

Low Medium High

Using micro text or small text on staff ID cards is an efficient and discreet way of improving the security of your staff ID cards and can be done with little additional cost.

This security features works by printing microscopic texts onto the cards, which can only be read with a microscope.

Micro text is used in various organisations as an anti-counterfeiting measure, as each piece of text is unique to each card and tough to duplicate.

The advantage of using micro text is that it can be very easily and quickly verified by just using a microscope. Therefore it doesn't require any additional high-tech card readers.



5. Custom HoloKote® Watermark.



Cost:

Low Medium High



When creating an ID card, aspects such as colour, design and layout can sometimes take precedence over the most important element, the security.

Without a card security feature, anyone with access to any ID card printer could make a convincing copy of your card.

When operating in high-level security industries, it is also possible to gain even better security by using custom HoloKote® watermarks.

A clear overlay with a frosted holographic image is applied to the card during printing. But rather than using a stock image, it's possible to create a bespoke watermark only used and printed by your business or organisation.

A popular choice to use is your organisation's logo, or some other unique security design which only you are aware of, meaning any attempts at duplication are easy to spot.

Naturally, this will give an even greater level of security for staff ID passes and cards and make forgery even harder. A custom HoloKote® watermark can also be applied using any one of the Magicard printers.

This innovative security option means you can start producing secure ID cards in far less time than is required by a custom holographic overlamine solution, and at a fraction of the cost.

THE STANDARD HOLOKOTE® WATERMARK IS COMPATIBLE WITH:

The Magicard Rio Pro ID Card Printer

35% OF EMPLOYEES SURVEYED OWNED UP TO STEALING COMPANY INFO.

Biscom's recent research discovered that, across all size companies, employees admitted to taking important company data and information when they left.



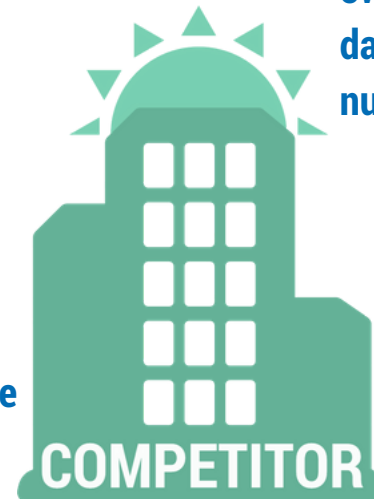
90 percent of respondents indicated that the primary reason for the data theft upon departure was due to the fact that their employer did not have a policy or technology in place to prevent them from doing it.



35% of employees surveyed owned up to taking customer data, including names, phone numbers and email addresses.



20 percent indicated they would be more likely to take data out of anger and would be more likely to pass it to a competitor.



Sources: www.entrepreneur.com and www.biscom.com

7. Security Overlays.

Cost:

Low Medium High

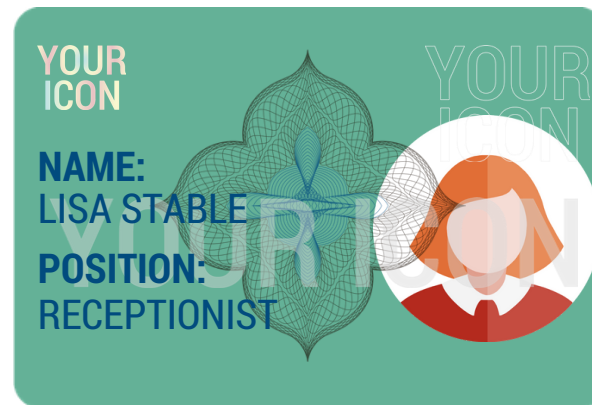
Various additional security overlay features use technology and printing capabilities to provide even better protection for your employee ID cards and ultimately your business.

A security overlay such as guilloche pattern print, embossed micro text printing or holographic film overlays, will all work to give cards elevated security. Holographic film overlays, for example, print the card images and design onto the holographic film, then laminate it onto the card substrate, making them difficult to counterfeit.

The more complex and multifaceted the security overlays, inevitably the more difficult it will be to counterfeit identification cards.

Counterfeiters may be able to duplicate one element of your overlay, but if you have several, it is highly unlikely they will be able to replicate them all accurately.

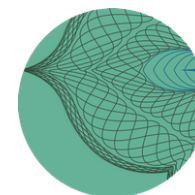
Using security overlays will also help to protect cards from daily use and prolong their usage life.



HOLOGRAPHIC FOIL



CUSTOM HOLOKOTE



GUILLOCHE PRINTING

BONUS TIPS.

Increase Card Security without Spending a Penny.

If you're currently printing ID cards, below we've given you six of our expert tips on improving card security without spending any additional costs. You can take these away today and quickly implement them to improve your ID card security. These methods have been tried and tested, and the results speak for themselves.

Watermark:

Normally a passport photo is simply placed over a lost or stolen ID card, making entry possible. With a watermark, this becomes harder to duplicate.



Serialisation:

Adding serialisation means it is easy for security personnel to cross reference the information on the card with the information stored in the database for that particular serial number



Design Mistake:

By adding a design mistake to the reverse of your card, you make it harder to forge. As it is on the reverse, it will be less noticeable to anyone looking to create a forgery as they may interpret it as a merely scratch on the card.



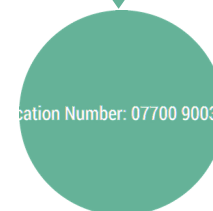
Barcodes:

Information stored in a barcode is encrypted, so even if a forger can replicate the same looking barcode, the reader will not recognise the barcode.



Expiration Date:

Another bid to give additional security to ID cards is to print an expiry date underneath the image area. This automatically dictates a limited validity of the ID card, which may act as a deterrent for counterfeit.



Verification Phone Number:

Having a verification phone number to be called means a person will be answering the phone and will be asked personal security questions. This security procedure can make it harder to get around if you are not the real owner.

CHOOSING THE RIGHT SECURITY MEASURES FOR YOU.

With so many security features to choose from, it's understandable to feel slightly overwhelmed.

Naturally, as a business owner, you will want to keep your business premises and staff as safe and secure as possible, but this doesn't necessarily mean that you need to implement all of the above techniques.

The best way to approach visual security ID cards is first of all to consider the security risks you face.

From there you can assess whether you are a low or high risk and implement the appropriate security measures to suit your needs. In certain organisations, such as government or healthcare institutions, there is a greater need to put multiple security measures in place for staff ID cards to ensure confidential data isn't compromised. That isn't to say that small businesses don't also have a need to improve security, but they may require fewer security measures, rather than multiple methods.

At Digital ID, we specialise in all aspects of visual security, offering a broad range of ID card printing equipment and accessories for in-house printing. We also offer customised ID card printing services, using the latest security technology to deliver a high-quality and high-secure ID card solution.

If you need more information on how to make your business ID cards more secure, we're on hand to help.

MEET THE EXPERTS WHO'VE SHARED THEIR VALUABLE KNOWLEDGE.



Suzie Fell
Private Sector



Glen Bartholomew
Education Sector



Mike Nash
Public Sector

**DO YOU FEEL YOU NEED TO UPDATE YOUR ID CARD SECURITY NOW?
SPEAK TO ONE OF OUR EXPERTS TODAY:**



WWW.DIGITALID.CO.UK
SALES@DIGITALID.CO.UK
0800 988 2095