

PRESS RELEASE

Atlantic Zeiser showcases new cost-cutting, unique card personalization technologies at Cartes in Asia, and Cards Asia

Emmingen, February 26, 2010 - Attendees at Cartes in Asia and Cards Asia & Prepaid Asia can discover how they can create new card personalisation opportunities and cut costs by visiting Atlantic Zeiser's stand. The company is to present its OMEGA drop on demand (DoD) technology, and will be exhibiting in Hall 3, Stand E34, at Cartes in Asia, Hong Kong. Meanwhile, at Cards Asia, which is being staged in Singapore, Atlantic Zeiser can be found in Hall 4, Stand G01.

Atlantic Zeiser Group is a world-leader in card personalization solutions, offering complete systems for innovative card manufacturing. The company's solutions are used around the world for prepaid cards, gift cards, debit cards and other types of financial cards, including open and closed loop.

One of Atlantic Zeiser's latest developments is its DoD technology, which is used for flat financial cards – even for EMV cards – which significantly lowers the cost per card and is set to have a big impact on the industry. Years of pioneering ink jet technology has led to the establishment of DoD printing. This sophisticated personalization technology has been approved by all major payment networks.

New and enhanced Atlantic Zeiser solutions on show at the exhibitions meet the needs of a wide range of users, from program managers, financial institutions, telecommunication industry, and processors to card manufacturers.

White Ink

One of Atlantic Zeiser's particularly advanced new features is its top-quality White Ink Printing, which improves the look and feel of cards with dark backgrounds. This significant development offers issuers new and unique diversification opportunities.

The core element of all Atlantic Zeiser CARD-PERSON-Systems is the in-house designed OMEGA DoD Inkjet Printing technology, with print resolutions of up to 720dpi and speeds of up to 30,000 cards per hour.

The centrepiece of Atlantic Zeiser's presentation will be its new technologies that are set to shape the ever-evolving card manufacturing industry. These include:

1. **Secure PIN scratch-off module** – an inexpensive alternative to traditional scratch-off labels and scratch-foils, this solution is ideal for multi-voucher pre-paid applications. It combines excellent security and low consumables costs, and features the outstanding flexibility of the CARDLINE VERSA.
2. Atlantic Zeiser **Vericam** – This feature represents the next step in a graphical user interface and makes using all the functions easier than ever before. This capability is already operational on CARDLINE VERSA systems.
3. **White Ink** – a highlight at the show is Atlantic Zeiser's white ink with the special OMEGA 70P printer for DoD Inkjet printing on dark backgrounds. It is commonly used in the card industry for high-level, quality-oriented card applications. White ink greatly improves the look and feel of cards, and can simulate embossing on cards. This offers increased and unique diversification opportunities for card manufacturers.

"Printing with white ink using inkjet has been difficult to implement in card applications because of the sedimentation that tends to block the ink supply systems" explains René Stoerk, Atlantic Zeiser's Sales Director for Cards Systems. "We've overcome this problem by using our special DoD printer."

Atlantic Zeiser's white ink package consists of Atlantic Zeiser ink, the new Atlantic Zeiser OMEGA 70P printer and a corresponding UV-dryer.

These applications afford card manufacturers unrivalled flexibility and fast changeover for unique card manufacturing capabilities. With comprehensive demonstrations of these new innovations and opportunities in the card manufacturing market, the Atlantic Zeiser stand is crucial stop for attendees of both shows in Asia-Pacific.

About Atlantic Zeiser

The Atlantic Zeiser Group is a world-leader in industrial high-security coding and personalization technologies, offering total system solutions to governments and industries such as printing, plastic card, telecom, pharmaceutical, banking, packaging, labels and cosmetics. The company specializes in the industrial application of sensitive variable data onto various types of media - while ensuring full data and process integrity.

AZG serves its customers through nine facilities in Europe, the Americas and Asia with additional sales and support offices in 50 nations.

Atlantic Zeiser customers can choose from a wide variety of modular building blocks and scalable software platforms within the core technologies of inkjet printing, laser marking, chip programming, magnetic encoding, product transport, product tracking, data verification and more. These can be effectively combined to achieve the most efficient system solution tailored to virtually any customer specific need.

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