

EXPRESSCARD 1000 - INSTANT-ISSUE CARD PERSONALIZATION SYSTEM



ExpressCard 1000

The industry's first "all in one" Instant-Issuance and complete card personalization platform for Credit, Debit, ATM, and Gift Financial Cards.

Integrated Desktop Card Personalization System

The ExpressCard 1000 offers all features required for complete personalization and instant-issuance of Credit/Debit/ATM/Gift financial cards, and does so within a single integrated unit that fits securely and comfortably on a desktop at the branch location.

For the first time, card personalization features such as color card-printing, magstripe encoding, smartcard encoding, card embossing, indent printing, and foil tipping have been combined into a single device which provides both the physical and logical security features required to meet the demands of a branch location card-issuing environment.

In addition, MagnePrint® card authentication security provides extended value to the ExpressCard 1000 platform.



Cardholder Service that's Fast, Convenient, Secure and Personal

The ExpressCard 1000 is capable of fully personalizing any CR80 sized Credit/Debit/ATM/Gift card in less than 90 seconds, and allows financial institutions to provide their cardholders with the speed and convenience of instant-issuance financial cards at the branch location.

It also provides a more cost-effective and secure method for card distribution, and allows cardholders to personalize their cards in a manner that is uniquely theirs.

Cardholders are provided with the opportunity to create truly unique cards that reflect their individual personalities, by adding their own personal photos of family, pets, vacations, or themselves.

When integrating with MagTek IntelliCAT or MCAPS 3000 instant card-issuance software suites, cardholders can also be provided the convenience and security of consumer-selected PIN capabilities.

Imagine...

- ▶ Immediate issuance of new and replacement financial cards at the branch location
- ▶ Secure consumer-selected PIN capabilities
- ▶ Safe delivery of financial cards directly into the hands of the cardholder
- ▶ Elimination of security concerns regarding cards lost or stolen in the mail
- ▶ Reduced mailing expenses for card distribution
- ▶ Card personalization features that are truly unique and inspire cardholder loyalty
- ▶ Centralized control of all card-issuance and consumer-selected PIN operations

With the ExpressCard 1000 all of these benefits can be realized.



Differentiation of Service

Instant card issuance with custom personalization provides a higher level of service that existing cardholders will appreciate, and that new cardholders will be attracted to.

It provides forward-thinking financial institutions with an opportunity to clearly differentiate their services from competitors, and to provide more value to their cardholders.

Cardholders will appreciate the peace of mind that comes with knowing that their lost or stolen financial cards can be replaced instantly and conveniently at any branch location of their financial institution whenever the need arises.

Financial institutions will benefit from opportunities to strengthen loyalty with their cardholders, and to pursue expanding business opportunities associated with custom gift cards and affinity cards.

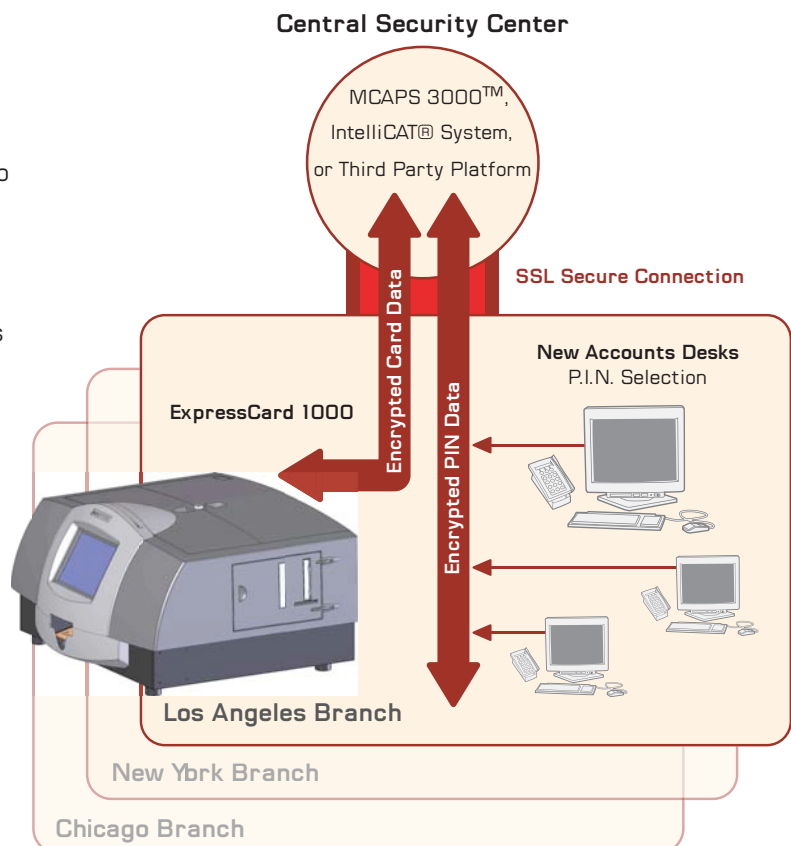
A Complete Instant Issuance Platform

The ExpressCard 1000 can be connected as a peripheral to MagTek's IntelliCAT™ or MCAPS3000™ instant-issue software suites to create a complete and secure instant-issuance system.

With this end-to-end solution, financial institutions are provided with all of the benefits of a distributed instant-issuance system, yet maintain centralized control over all operations from a central security center.

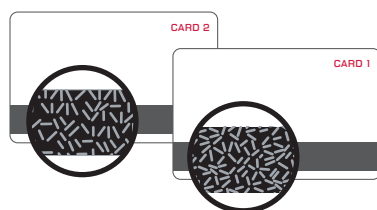
Security privileges, transaction logs, card inventory, and cardholder databases can be monitored and controlled from a central location.

The IntelliCAT and MCAPS 3000 platforms allow financial institutions to centrally manage the process of consumer-selected PIN and instant-issue card operations at their branch locations, and to provide their cardholders with superior service, convenience, and security.



MagnePrint® Technology

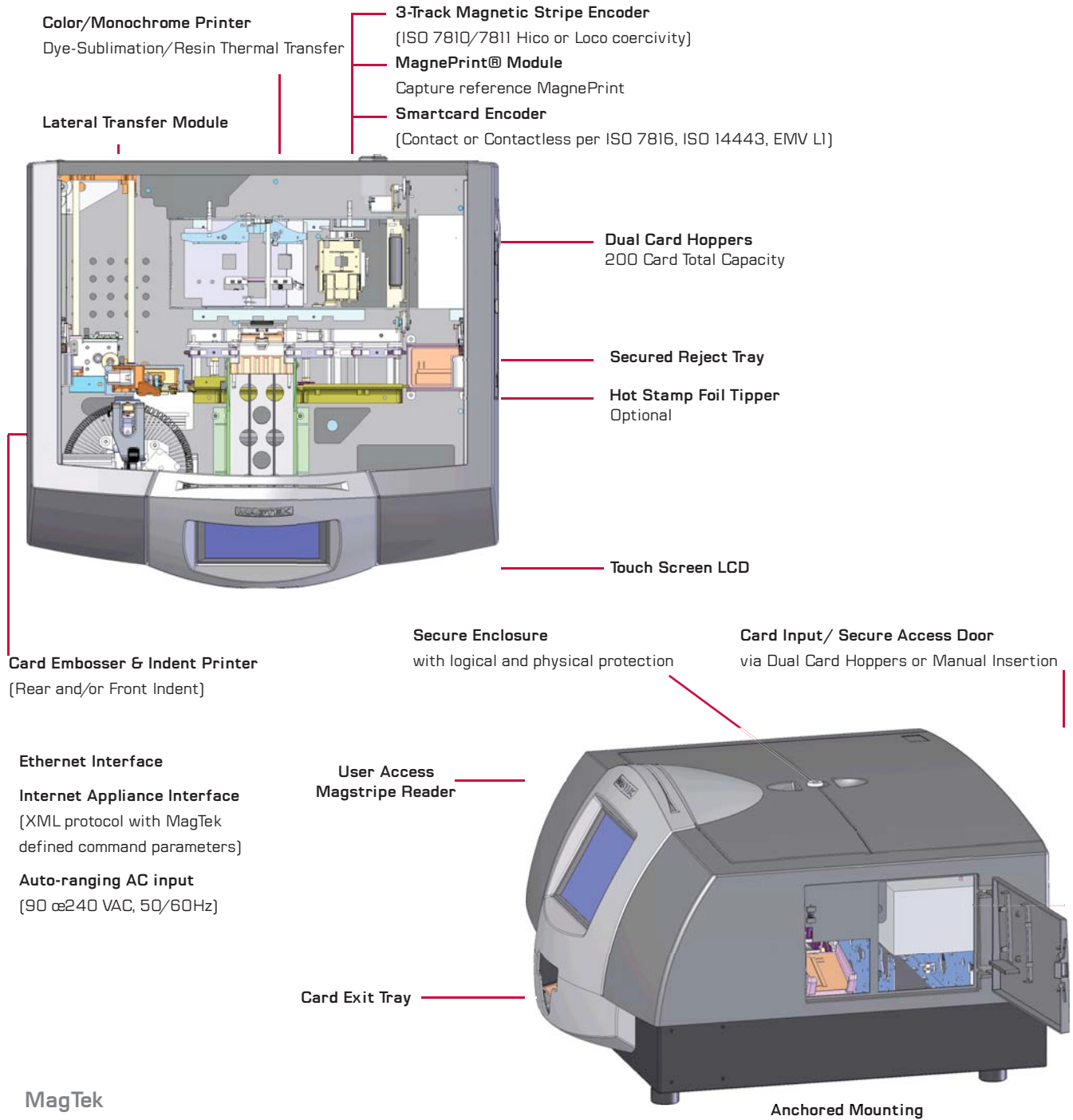
MagnePrint® is a card authentication technology that allows any magnetic stripe card to be utilized as a unique and non-reproducible security token. MagnePrint can detect cards that have been illegally reproduced ("skimmed") or altered, thereby providing a method to authenticate legitimate cards versus those that are counterfeit copies. By doing so, MagnePrint provides added security and value to card issuers and cardholders.



No two cards are alike!

The ExpressCard 1000 is equipped with a MagnePrint Reference Capture module that allows each card's unique MagnePrint signature to be captured and registered as it is issued to the legitimate cardholder. This registered MagnePrint value can then be used to protect legitimate cardholders by validating that the authentic card is being used at ATM, Teller Window, Home Banking, or POS locations versus a counterfeit copy manufactured by criminals.

ExpressCard 1000 Features



MagTek

20725 S Annalee Ave
Carson CA 90746
p 800-788-6835
f 310-631-3956
www.magtek.com

Customers First. Quality Always.

REGISTERED TO ISO 9001:2000

For speed, convenience, and security that's uniquely personal...
The ExpressCard 1000 instant-issue card system provides all of this and more.
Ask your MagTek sales representative for a demonstration.

