Digimarc® IDMarc™

Driver License Inspection with SnapShell Fraud Detection & Authentication (FDA)

The U.S. driver license has become the de facto citizen ID and gateway to a wide range of services and privileges, such as boarding a plane, opening a bank account, obtaining credit or purchasing age-restricted products. ID inspectors vary greatly in their experience and ability to detect fraudulent IDs, and with more than 200 different driver licenses in circulation, it is virtually impossible to accurately inspect and authenticate each one using visual methods alone. The answer is the reliable, machine-readable capabilities that Digimarc® IDMarc™ digital watermarking offers.

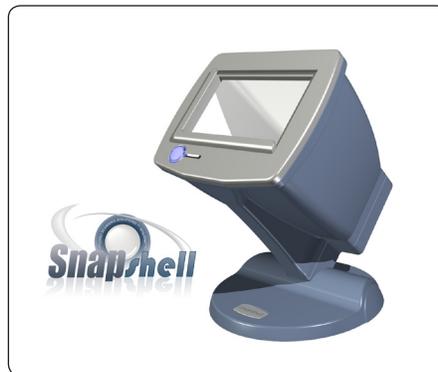### Taking the guesswork out of inspecting driver licenses and IDs

Digimarc IDMarc digital watermarking is a covert security feature found in over 60 million U.S. driver licenses and IDs today. It contains digital data woven into the artwork of the card that is imperceptible to the human eye. The data contained in the digital watermark is linked to other security features and images found on the ID so that when a card is altered, the link is broken.

Digimarc IDMarc digital watermarking is a covert security feature for identity documents that enables trusted machine authentication of driver licenses and other IDs.

IDMarc digital watermarks can easily be read by document scanners equipped with special software, like Card Scanning Solutions' SnapShell Fraud Detection & Authentication (FDA) device.

Altered, fraudulent IDs can immediately be detected by SnapShell FDA. Tampering with a digitally watermarked ID, such as swapping a photo or changing a birth date, flags the ID as suspect, preventing fraud and the sale of age-restricted products to minors.

SnapShell Fraud Detection & Authentication (FDA) device
Currently tens of millions of driver licenses and IDs are secured with IDMarc digital watermarking for fast, reliable machine authentication.

SnapShell FDA enables fast, efficient authentication of driver licenses and IDs at various points of inspection including:

- Government – DMV, military, border crossing
- Retail – Alcohol, tobacco, loss prevention, loyalty programs
- Pharmacy – Ephedrine compliance (CEMA)
- Banking – Checking cashing, mortgage authentication, notary, new account creation
- Security – Access control

The camera-enabled inspection device automatically reads OCR, both 1D and 2D barcodes as well as Digimarc® IDMarc™ digital watermarks present in the ID.

Authenticate driver licenses using state-of-the-art technology

Card Scanning Solutions recently incorporated digital watermarking inspection capabilities into its portfolio of ID reading and verification solutions to help customers such as retailers, banks, insurers and auto dealerships fight identity theft and fraud by reliably authenticating driver licenses presented, for example, as proof of identity and age.

In 2007, Digimarc IDMarc will be incorporated in 1 out of 2 U.S. driver licenses issued, with several states nearing 100% of all their driver licenses in active circulation secured with digital watermarking.

FEATURES:

- ID authentication capabilities built upon state-of-the-art imaging technology
- Significantly faster scan/OCR time – 300 dpi (1 second); 600 dpi (2 seconds)
- User friendly with easy plug and-play installation
- Efficient extraction of both data and images
- Automatic detection of jurisdiction
- Automatic detection of ID placement to trigger scanning
- Flexibility to capture the full license image or just face and signature
- Easy to integrate into existing systems

BENEFITS:

- Authenticate driver licenses secured with IDMarc digital watermarking and detect fraud or alteration
- Read OCR of driver licenses and ID cards of all 50 States and more than 45 countries around the world
- Read 1D and PDF 417 2D barcodes
- Easily integrate with third-party applications

Snapshell FDA is available to developers with Card Scanning Solutions' standard idScan utility, as well as with a set of powerful software development kit (SDK) tools supporting C++, Visual Basic and many other programming tools and languages.

Eyal Barsky
Card Scanning Solutions
VP of Business Development

10350 Santa Monica Blvd. Suite 330
Los Angeles, Ca 90025
Tel: 310-691-8948
Fax: 818-301-1931
Email: eyal@card-reader.com
Website: www.card-reader.com

HARDWARE SPECIFICATIONS:

Camera Type
- 3 MegaPixel
- 2048 x 1536 pixels
- Color Depth: 24 bit

Maximum Document Size
- 3.6" x 2.2"

Optical Resolution
- 600 dpi

Capture Speed (color)
- 1 second (300 dpi), 2 second (600 dpi)

Interface
- USB 2.0 / 1.1

Capture Trigger
- Automatic card placement detection
- Programmable front panel button

Light Source
- White Light
- Optical Ultra Violet / Infrared

Device Dimensions
- Height: 7.5" Width: 5.1" Depth: 7"

Weight
- 11.64oz (330gr) without base metal plate
- 15.87oz (450gr) with base metal plate

ABOUT CARD SCANNING SOLUTIONS

Card Scanning Solutions is one of the leading image processing and OCR software companies in the world, with systems that can read and authenticate U.S. driver licenses and IDs for 40 countries (and counting). CSSN prides itself on their OCR Engine that searches for actual text and not pre-measured fields as is common in the industry. As a result, the company can program its software to read any printed media and deliver the data into a wide range of applications. CSSN produces document reading systems that combine extensive OCR (Optical Character Recognition) technology with barcode, magnetic stripe, and IDMarc digital watermarking.

We're ready to help

For more information on how Digimarc can help your agency, visit www.digimarc.com or contact Digimarc Corporation at +1.800.344.4627 or govtsales@digimarc.com

Digimarc Corporation
9405 SW Gemini Drive
Beaverton, OR 97008
T: +1.800.344.4627
F: +1.503.469.4777
digimarc.com

ABOUT DIGIMARC CORPORATION

Digimarc enables trusted relationships through innovative technologies that secure and advance your most important economic and social relationships. Digimarc solutions for government-issued IDs help protect citizen identities, secure commercial transactions, and enhance homeland security and personal safety.

As the leading provider of driver license issuance systems, Digimarc is a trusted partner and expert in meeting the needs of driver license and ID issuers today and into the future. We are the only company focused on the growing demands of this market, and have seen our customers through every major transition in the history of driver licenses, including the move to digital IDs and central issuance systems, biometric secured IDs, and the use of digital watermarking as a critical security feature.

Digimarc solutions help citizens trust that their identities are secure and that their driver license is a highly valuable credential that will gain them access to a wide range of services and privileges, such as boarding an airplane, purchasing age-restricted products, securing employment, obtaining credit, opening a bank account and more.

For over 50 years, Digimarc has provided secure, reliable, best value solutions that enable governments to deter counterfeiting, enhance traffic safety and national security, combat identity theft and fraud, and facilitate the effectiveness of voter ID programs. Digimarc delivers more than 60 million secure identification documents each year for two-thirds of the U.S. States and more than 25 countries worldwide, including the United Kingdom, Canada, Russia and New Zealand.

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