

The Perfect Scan
Card Scanning Solutions; Landmark Group Holding, Inc.;
ID TECH; Scan Technology, Inc.

Form and Function
AC Coin & Slot; KING Cabinet Solutions, Inc.; VSR Lock, Inc.;
Cole Industries; Great American Base Company

The Perfect Scan

Card Scanning Technology is an Integral Element of Casino Operations

By JoAnna Wahlund

The advent of ticket in/ticket out technology, as well as bigger and more comprehensive player loyalty cards, has proved that card scanning technology is an integral element of casino operations.

CEM talked with four providers of card scanning technology to discover the latest innovations in this rapidly growing business.

Card Scanning Solutions



Iuval Hatzav, Vice President, Card Scanning Solutions

Card Scanning Solutions began as a company that primarily extracted information from business cards, but the scope of their business quickly expanded as customers began presenting other requirements.

"We had a good number of customers come to us and say, 'You can read business cards; can you read driver's licenses?'" Iuval Hatzav, vice president of Card Scanning Solutions, said. "We identified a very serious need, across many industries, for the ability to scan driver's licenses in order to accurately capture the text and image."

At the time, two different card readers were required: one to capture the image, and one to pull the printed information. "There was no good way of reading information from a driver's license that accurately captured all the printed information as well as the image," he said. "So we started developing our own tool for reading driver's licenses."

The problem with using a magnetic stripe reader or barcode reader, Hatzav said, is that many states' driver's license bureaus will only encode a person's name, age, and driver's license number on the license's bar code or magnetic stripe. Most don't record

information such as the person's home address, which casinos collect and use for contact and marketing purposes.

Card Scanning Solution's technology utilizes advanced image-processing technology along with optical character recognition (OCR) to scan and extract information from driver's licenses and other forms of identification. The scanner is able to distinguish contours; i.e., character shape, ignoring background "noise" such as colored backgrounds or holograms. "This innovation in image processing technology allows us to create an ID-reading mechanism with 98 percent accuracy," Hatzav said.

The scanners also include security features designed for ID verification. "Most forgers will take the time to modify the printed information on the ID, but not what's on the barcode or the magnetic stripe," Hatzav explained. "We use a duplex scanner that uses OCR and scans the barcode and/or the magnetic stripe. We then compare the encoded information with the printed information to ensure that they match up."

The system will also quickly add and update new formats. A customizable automatic update engine ensures that each customer will receive updates to their ID-



Card Scanning Solutions' ScanShell 800 scanner uses ID Scan software.

SigniShell

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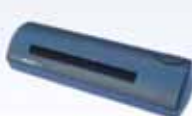
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ID Scanner



For more information, please visit www.card-reader.com or contact Card Scanning Solutions at 310-691-8920

idScan

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reading software quickly and efficiently. The company offers support to read any government-issued ID in the world – for no additional charge.

“We support NYPD cards, military ID cards, green cards, immigration documents, and Mexico’s matricula consular cards,” Hatzav said.

According to Hatzav, the company’s card scanners have the ability to read documents from Canada, Mexico, and 25 other countries throughout the world, including Australia, New Zealand, almost all of Europe, and many countries in the Far East, like Singapore and Malaysia.

Card Scanning Solution’s clients include leading industry companies such as IGT, Multimedia Games, and Casino Software Solutions, Inc. For more information, please call (310) 691-8920 or visit <http://www.card-reader.com>.

Landmark Group Holdings, Inc.

The current management team of Landmark Group Holdings, Inc. began their foray into card scanning about two years ago when trying to reduce check fraud in the Washington state area.

Landmark has been in business eight years and originally provided collections services to casinos. They thought it would be a great idea to build a database of check cashers to determine who was bouncing checks and to assist the casinos in meeting state gaming guidelines.

In addition to scanning, the current management team has developed many enhancements to the original product, such as biometric fingerprint identification and photo ID scanning.



Dan Filo, President and CEO, Landmark Group Holdings, Inc.

“Currently, with our Data Archive Retrieval System (DAR), we can scan a customer’s driver’s license and populate the demographic information that’s encoded on that license’s magnetic stripe or barcode into a database,” Dan Filo, president and CEO, said. “We also scan the driver’s license picture so if the customer comes back to the cage, the staff can do a visual verification.”

Landmark Group also features an authorization form that, once completed, is scanned in and attached to the customer’s file in the database. “We’re a big believer in full disclosure to the customer,” Filo said. “If there’s ever a question regarding authorization, cage staff can immediately pull up the form.”



John Nolan, Chief Financial Officer, Landmark Group Holdings, Inc.

For the company, customer privacy is paramount. “In any type of scanning, you’re going to have to be very cognizant of the value of the technology versus the perceived risk to the individual carrying the card,” John Nolan, chief financial officer, said. “You have to weigh the privacy against value.”

In addition to driver’s licenses, the company’s scanners also have the ability to read any other photo ID. “As long as it’s a photo ID that can be read on a magstripe or a 2D-barcode reader, we can do it,” Filo said.

The software is kept current by an automatic update engine, Filo added. “Updates are automatically downloaded to the user’s computer, and the user is notified that there are new updates.”

“Many area casinos are using this technology because, by reducing manual input, it both speeds up the process in the cage and eliminates error,” Nolan said.

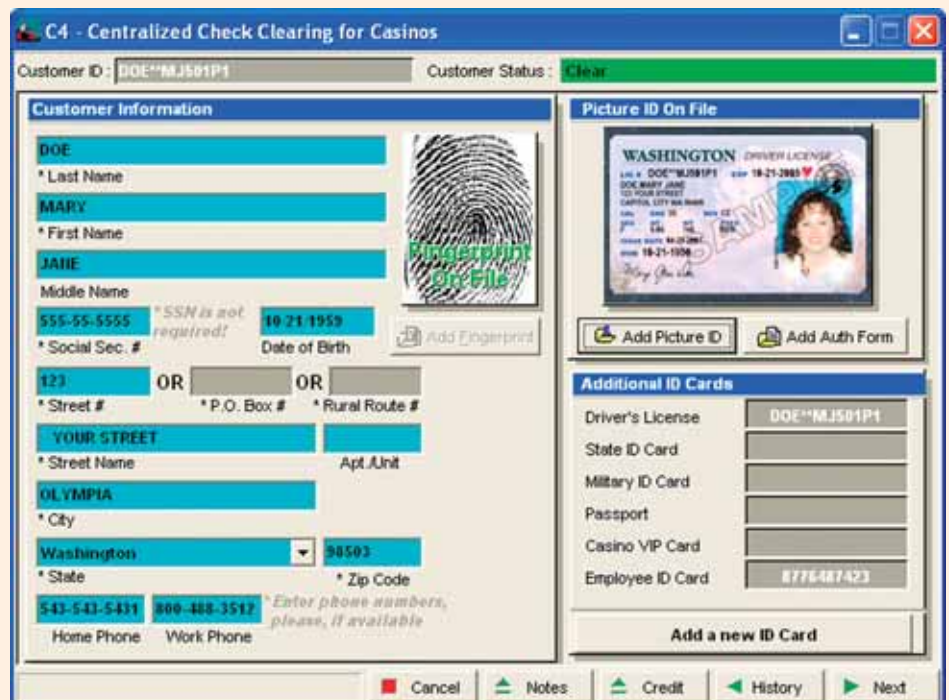
“There are very few negatives to the entire process,” Filo said. “If it is a stolen ID, the fact that we show the original photo is an immense help.”

Overall, clients and casino patrons alike have accepted the software and its capabilities. “We have not gotten back any pushback in regards to the guest not wanting to give their driver’s license at the casino, because one is required to show ID cashing a check anyway,” Filo said. “The process is very unobtrusive to the guest. They like the idea that we’re protecting them and their financial assets; in fact, they’re very comfortable with that.”

For more information, call (800) 488-3512 or visit <http://www.landmarkgroup.net>.

ID TECH

ID TECH started out specializing in barcode readers and entered the magnetic stripe reader industry in the early 1990s. Currently the second largest magnetic/smart card reader manufacturer in North America, they also offer technology capable of reading smart cards. ID TECH was named “Emerging Smart Card Company of the Year” in 2006 by Frost & Sullivan.



Landmark Group Holdings’ Data Archive Retrieval System



Terry Conant, CTO, ID TECH

"We were the first ones to put a hybrid magnetic stripe and smart card partial-insert reader into slot machines," Terry Conant, chief technology officer, said. "It reads both magnetic cards and also contact smart cards."

The company has developed a "tri-brid" reader, which reads contact and contact-less smart cards as well as magnetic stripes, and is currently developing a contactless reader for financial transactions (Visa/MasterCard).

In the casino industry, ID TECH's card readers are utilized not only in gaming machines but also in kiosk redemption systems. The company prides itself on developing reliable readers that function effectively in a modern casino and hospitality environment.

"We've learned how to decode cards that have scratches and other 'noise' in the background, which are both major contributors to unreadable cards," Conant said. "We've learned how to deal with the real-world anomalies that come up, or the

human factor aspects of reading the card; things like cracked cards. We've designed our readers so even cracked cards won't get stuck.

"We have a very high-quality product with a very long life; most of our products are guaranteed for at least one million card cycles," Conant added.

ID TECH also provides Electronic Static Discharge (ESD) protection with its readers. "The gaming industry in particular [is affected by ESD] because most casinos are carpeted, and they have a very dry atmosphere due to central air conditioning," Conant said. "The static that results from the combination of these two factors can damage a lot of card readers."

The company offers various barcode, magnetic stripe, and smart card readers for each casino according to their needs and



ID TECH's hybrid magnetic stripe and smart card partial-insert reader.



ID TECH provides Electronic Static Discharge protection.

budget. Card reading technology "is very cost-effective, though it really depends on the applications," Conant said. "A barcode can be printed on a piece of paper, so that's the cheapest option if you're going to have a lot of material printed; but barcodes have a very short life and carry a limited amount of data.

"The magnetic stripe card is quite economical," he continued. "They're well under a dollar to produce, easy to encode and alter, and they can store considerably more data than a bar code. Smart cards are more expensive, although they have been coming down [in price] about fifteen percent per year for the past eight years, just because of the use they've had in the industry."

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Conant sees smart cards as eventually playing a larger role in the gaming industry. "The smart card has the capability of carrying a lot more data; they really are like a microprocessor," he said. "The way I see the gaming industry going is a system that is based on one technology, whether it's contact or contactless smart cards. The cards could be used in all aspects of a gaming operation – one single card would be used for the room key, the player loyalty card, the bar tab, and so on. One card could control everything."

For more information, call (800) 984-1010 or visit <http://www.idtechproducts.com>.

Scan Technology, Inc.

Scan Technology, Inc., formed in 1979, is a manufacturer and distributor of age verifiers, magnetic stripe card readers, OCR, and barcode scanners that interface with terminals and PCs.



Stephen Flowers,
Senior Vice President,
Scan Technology, Inc.

"We offer three scanning options in terms of magnetic stripe readers: credit cards, player cards, and driver's licenses," Stephen Flowers, senior vice president, said. "These card readers are state-of-the-art and are very flexible in terms of how they can be programmed and interfaced with various platforms."

Scan Technology's card readers are used in a variety of applications; hotel check-in procedures, table game pits, the cage area, the total rewards area, and any place VIP cards or player cards are issued. The company is also involved in bar code scanning that's used in conjunction with ticket in/ticket out technology.

"In addition, we offer age verifiers, which are specialty-type scanners that can read both magnetic stripes and bar codes," Flowers said. "These units are designed to give an instant verification of the age and birth date of a person who presents a government-issued ID."

Age verifiers, Flowers added, can assist casinos in avoiding the sale of age-restricted products, such as alcohol and tobacco, to minors in addition to helping properties ensure that only patrons of legal age, whether that be 18 or 21, enter the casino or other age-restricted locations on the property.



Scan Technology's Model 2000E-5 ID Reader for PCs.

"Besides age verification, which is a growing area that's becoming more important to casinos, we're seeing more interest in custom programming, which has always been one of our fortes," Flowers said. "Standard data coming off of a card is not always sufficient for sophisticated computer applications. What our customers want is a way to tweak the data, so to speak; we send data in a particular stream by parsing it, which enables it to seamlessly integrate with other application functions."

One example of custom programming is casino employers who make ID cards for their employees – special cards that have bar codes or magnetic stripes on them for punching in and out at the beginning or end of their shifts, and so on.



Age verifiers may assist casinos in illegal sales.

Card scanning technology, according to Flowers, "is extremely cost-effective in the sense that scanners eliminate most of the mistakes of data entry, and they speed up the process at the same time."

"Instead of having an attendant or someone type in the data off of a driver's license," he continued, "you can fill in that data across preformatted areas. The whole idea of scanning is to make it very quick and accurate data entry function as possible for any type of transaction. That translates into more dollars."

Scan Technology's products interface with both serial and USB ports, and they can convert existing products that are on older systems to USB. They also offer a standard keyboard wedge and can integrate with almost any PC or terminal that exists on the market.

"We offer a three-year warranty and full technical support," Flowers said. "In terms of our value to the casino customer, we provide technical support to the end-users and management at no additional charge. If anyone wants to call us or contact us, we make ourselves available through the installation process, programming, and of course any repair and maintenance that's required."

For more information, call (877) 722-6784 or visit <http://www.scantec.com>.