NEW!

FARGO SECURE

VISUAL SECURITY™
SOLUTIONS

PINE
COUNTY

*Reduce the threat of counterfeit ID cards
with a protective layer of holographic images.*

FARGO ®

The World's Most Secure
Card Identity Systems
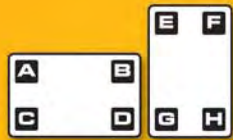
F. FARGO SECURE

HOLOMARK AND VERIMARK™ CARDS

The first layer of defense against ID counterfeiters.

Fargo HoloMark Cards and VeriMark Cards come with a tamper-resistant, instantly verifiable foil that's permanently embedded on each card for added security and sophistication.

Custom Availability
Order your blank, customized VeriMark or HoloMark Cards in quantities as low as 500.

Design Flexibility
Fargo's HoloMark and VeriMark images can be positioned in any corner of your ID cards. They are available in horizontal or vertical orientation.

Both card types represent today's minimum requirement for a secure card identity system and are considerably more secure than unmarked, easily replicated white cards.

These secure foils give organizations without card lamination equipment a cost-effective means of layering tamper-resistant security features onto photo ID cards.

For the ultimate in comprehensive card security, you can layer your HoloMark or VeriMark Card with a Fargo High-Secure Overlaminate. No matter your needs or budget, Fargo has a Visual Security Solution for you.

STANDARD HOLOMARK SEAL

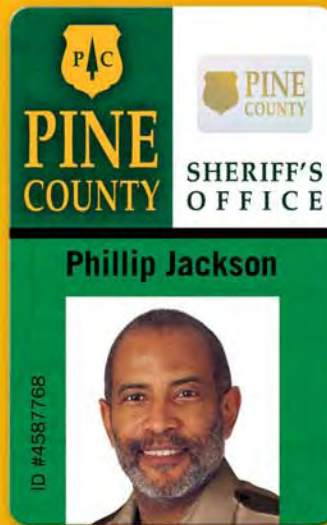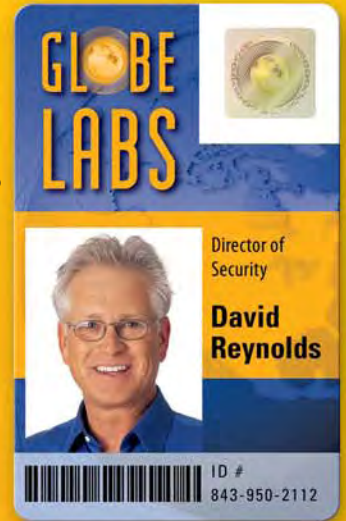**The ideal Visual Security Solution for existing cards.**

Fargo's peel-and-stick 3D HoloMark Seals are a quick and economical way to augment the security of your existing identity cards. If removed from a card, the seals are not reusable. A checkerboard pattern will appear to indicate both the card and the seal have been tampered with.

CUSTOM HOLOMARK CARD

Your custom 3D image in a distinctive, high-resolution hologram.

Fargo turns the graphic of your choice into a one-of-a-kind hologram that's permanently embedded onto your Custom HoloMark Cards. The result is a visually dynamic card that's virtually impossible to duplicate, yet easy to validate. Custom HoloMark Cards provide the ultimate in non-laminated protection against ID counterfeiting.

Custom HoloMark Cards feature your custom-designed hologram with multiple diffractive angles, nano text and laser-viewable images. They are available in gold or silver.

CUSTOM VERIMARK CARD

A quick and affordable solution with your custom graphic in a 2D foil.

Utilizing a precise hot stamp process, Fargo embeds your organization's logo, text or graphics onto a silver metallic foil to produce an easy-to-verify visual counterfeit deterrent. Durable, distinctive and difficult to counterfeit, VeriMark Cards are perfect for organizations that want to add personalized visual security with minimum cost and delivery time.

Custom VeriMark Cards feature your 2D logo, text or graphics embedded in gold onto a durable silver foil.

STANDARD HOLOMARK CARD

An economical high-resolution hologram with Fargo's standard 3D image.

Fargo's proprietary Standard HoloMark

Standard HoloMark Cards feature Fargo's standard hologram with multiple diffractive angles, nano text and laser-viewable images. They are available in gold or silver.

design is a visual feature that changes color and appearance when viewed at different angles. With features like nano text and laser-viewable images, it's virtually impossible to replicate. Standard HoloMark Cards are ideal for organizations as concerned about their budget as they are about their security.

Reduce the threat of counterfeit ID cards with Visual Security Solutions from Fargo.

Fargo Visual Security Solutions are virtually impossible to duplicate, yet easy to authenticate.

Layers of visual security add vital protection to your cards — and to your organization.

As the threat of fraud, theft and terrorism looms large in our society, today's counterfeiters have become more sophisticated than ever. The proliferation of digital printing technologies has made the task of forging legitimate-looking ID cards all too easy. Because of this, organizations are more vulnerable than ever to loss of time, money and even lives.

That's why it's critical to customize your ID cards with security elements that are virtually impossible to alter or duplicate, yet easy to authenticate. Adding advanced Visual Security Solutions to ID cards is the easiest way to increase the security of your card identity system.

From HoloMark™ Cards to Custom High-Secure Overlaminates, Fargo offers you multiple solutions designed to fortify your card identity security — and more importantly, reduce your identity-related vulnerabilities.
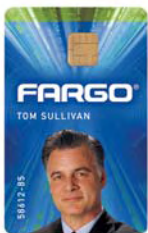
Custom High-Secure Overlaminate

Print Image

Custom HoloMark

Blank Card

The Anatomy of a Custom High-Secure ID Card
Fargo Visual Security Elements give you the flexibility and protection you need to design an ID card that will meet your organization's unique level of security.

FARGO®
The World's Most Secure Card Identity Systems

For more information about Fargo Visual Security Solutions, contact your authorized Fargo integrator or visit www.fargo.com today.

Counterfeiting: How much could inadequate security measures cost your organization?

In the face of increasingly complex and serious security challenges, the need to develop sound identity authentication practices has never been greater. Every day, the price of inaction on the part of organizations increases.

5-7%[†]
The ever-growing percentage of world trade represented by counterfeiting.

$40,000 – $92,000[*]
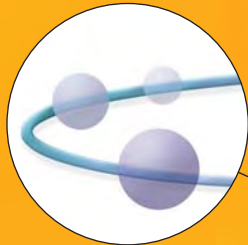Amount the United States business community loses per stolen identity.

100%[†]
Percentage by which counterfeiting has grown worldwide in the last five years.

Sources: * 2003 Identity Theft Resource Center Study † 2004 Counterfeiting Intelligence Bureau
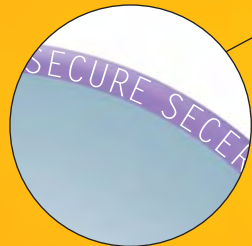
FARGO CUSTOM HIGH-SECURE OVERLAMINATES

Here's how one company reduces the risk of counterfeit cards.

The Globe Labs card design shown here features a custom High-Secure Overlaminate. From Fargo's eight optional Visual Security Elements, Globe Labs chose four. Their image is also registered on the ID card which ensures that it will appear in the same position from card to card. The result? An ID card that is extremely difficult to forge, yet easy to verify.
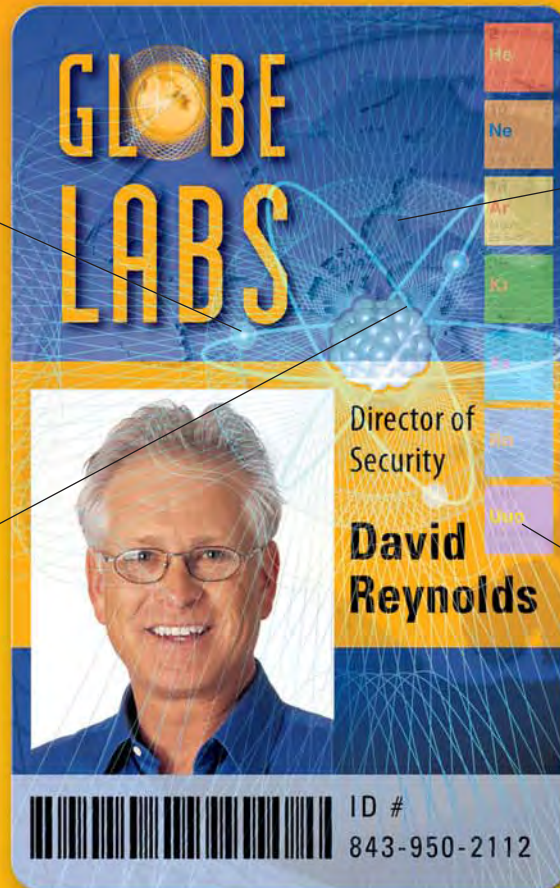
Custom
Morphing Images
Morphing Images consist of graduating images which give the illusion of animation. In this custom Globe Labs atom image, the electrons morph on a path simulating rotation around the nucleus. Easy to authenticate. Incredibly difficult to forge.

Custom
Micro Text
This microscopic type is so detailed, it cannot be duplicated via dye-sublimation, ink jet or laser printers. Here, Globe Labs has strategically placed "GLOBE LABS CLASSIFIED" in a designated area within their Fine Line Design. This is an excellent covert feature for authenticating an ID.

Custom or Standard
Nano Text *(shown enlarged 2000%)*
Viewable only under high-powered magnification, a string of microscopic alphanumeric type is strategically placed within the thin lines of an art element. Here the image contains the word "SECURE" which is placed on the outer line of the protons. Note that designated areas have specific typographic errors, (SECERU). This provides even one more level of covert detail to assist in verification of authenticity.
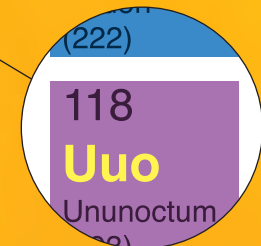
Custom
Pseudo Color
This element is very difficult to duplicate, yet easy to authenticate. Tilt the Globe Labs card one way, and you see metallic, holographic tones of the periodic table's noble gases. Tilt it again, and you see saturated, true colors along with atomic numbers and other details.

Fargo Custom High-Secure Overlaminate
Give your ID cards the protection they need by creating your own high-resolution holographic design. Choose from any of Fargo's eight optional Visual Security Elements (VSEs). The more custom elements you incorporate, the less vulnerable your ID cards are to the threat of counterfeiting.

Fargo High-Secure Overlaminates —
The new level of deterrence, for the new era of security.

The need for a higher level of card identity security is greater than ever. Fargo High-Secure Overlaminates provide a formidable, multi-layered solution that leverages many Visual Security Elements (VSEs). When combined, these elements produce a complex, fraud-resistant ID card.

High-Secure Overlaminates are recommended for corporate, government and transportation industries — anywhere secure authentication is important. With up to eight customizable VSEs, these high-resolution holographic images are a powerful ally in your efforts to deter counterfeiters and reduce your security vulnerabilities.

Fargo Custom and Standard High-Secure Overlaminates are available in horizontal and vertical orientations. Fargo's Standard World View image, shown here, features all eight VSEs and provides consistent registration from image to image on every roll.

FARGO VISUAL SECURITY ELEMENTS

The building blocks for a counterfeit-resistant ID card.

These VSEs can be custom designed for Custom High-Secure Overlaminates and Custom High-Secure HDP® Film.
All of the VSEs shown below come standard in Standard High-Secure Overlaminates and Standard High-Secure HDP Film.

Custom or Standard
Nano Text (shown enlarged 2000%)
Viewable only under high-powered magnification, a string of microscopic alphanumeric type is strategically placed within the thin lines of an art element. Below, the Standard World View image contains the word "VALID" which is placed on the top and bottom parts of the globe artwork. Note that designated areas have specific typographic errors, (VALDI). This provides even one more level of covert detail to assist in verification of authenticity.

Custom or Standard
Hidden Text (laser viewable only)
One of our most sophisticated, covert Visual Security Elements available. This invisible alphanumeric type can only be viewed with a laser, making it ideal for high-level security applications where verification of authenticity is mission-critical. In the Standard World View example below, six Hidden Text areas are placed in the continents:
Antarctica - AUTHENTIC
Africa - SECURE
Australia - APPROVE
North America - VALID
South America - SAFE
Europe/Asia - GENUINE

Custom or Standard
Micro Text (shown enlarged 1000%)
This microscopic type is so detailed, it cannot be duplicated via dye-sublimation, ink jet or laser printers. Purposefully placed within a line or an element of artwork, this alphanumeric type appears only under magnification. In the Standard World View image below, the words "NO FRAUD" are seen in the outline strokes of the ribbons.

Custom or Standard
Morphing Images
Morphing Images consist of graduating images which give the illusion of animation. This effect is very time-consuming and difficult for counterfeiters to duplicate. In the Standard World View image, the stars morph into a circle within itself and appear to trail away from the globe image.

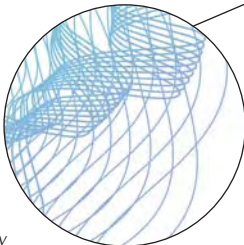**Custom or Standard**
Flip Images
This VSE provides a sophisticated level of animation that is extremely difficult to duplicate. It features left/right, top/bottom or any combination of opposite-facing artwork. In the Standard World View example, the small globe flips from Eastern Hemisphere to Western Hemisphere when the card is angled.
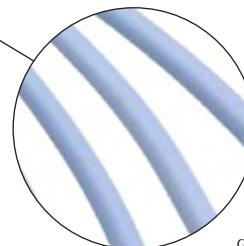
Custom or Standard
Fine Line Design
When viewed at certain angles, these complex fine lines give the illusion of motion. Too small to be effectively reproduced on desktop printers, these lines and patterns can be easily verified by the naked eye with a simple turn of the card. In the Standard World View image above, the lines appear to move around the globe and have clockwise and counter-clockwise movement.

Fargo High-Secure
Standard World View Image

Custom or Standard
2D/3D Ribbon
Provides a complex background image, yet requires no special lights or readers to verify. The detailed artwork is a combination of sophisticated two- and three-dimensional flowing ribbons. In the Standard World View image, the 2D/3D Ribbon is designed to interact and integrate with the other visual security elements providing full image coverage over the entire card.

Custom or Standard
Pseudo Color An effective and attractive element that is difficult to duplicate, yet very easy to verify. Tilt the card one way, and you see metallic, holographic tones in your image. Tilt it again and you see saturated, true colors of the same image. In the Standard World View image above, the card is angled to show the many varying bright colors of international flags.

FARGO®

The World's Most Secure
Card Identity Systems

CUSTOM OR STANDARD
HIGH-SECURE HDP FILM

A formidable, multi-layered solution that leverages select Visual Security Elements. These elements combine to produce a complex, fraud-resistant thin film on which your High Definition Printer/Encoder can print.

Left, a sample Custom High-Secure HDP Film image.
Right, Fargo's Standard High-Secure HDP Film image.

CUSTOM
SECURE OVERLAMINATE

An entry-level solution that uses single visual movement to create an elementary holographic design. Supports only simple graphics or text. Recommended for environments where some visual security is required.

A sample Custom Secure Overlaminate image.

FARGO SECURE

VISUAL SECURITY™ SOLUTIONS

Which custom Visual Security Solution is right for your organization?

	CARDS		OVERLAMINATES			HDP FILM	
	CUSTOM VERIMARK CARD	CUSTOM HOLOMARK CARD	STANDARD HIGH-SECURE OVERLAMINATE	CUSTOM SECURE OVERLAMINATE	CUSTOM HIGH-SECURE OVERLAMINATE	STANDARD HIGH-SECURE HDP FILM	CUSTOM HIGH-SECURE HDP FILM
K-12 Education	●	●	●	●			
Post Secondary Education		●					
Police/Fire Department	●	●					
Parks and Recreation	●	●					
State/Local Government Facilities	●	●	●	●	●		
State/Local Municipalities	●	●	●	●	●		
Small Corporations – Less than 250 employees	●	●			●		
Medium Corporations – 250 to 1000 employees	●	●	●	●	●		
Large Corporations – 1000 plus employees		●		●	●		●
Access Control/Smart Card Technology					●	●	●
Health Clubs/Recreation Facilities	●	●					
Ski Resorts/Lodges	●	●					
Prisons/Correctional Facilities				●	●	●	●
Federal Government Buildings				●	●	●	●
Military Bases		●		●	●	●	●
Government Agencies (Ministries, etc.)		●	●	●	●		●
National ID Projects					●	●	●
Drivers License Projects					●	●	●
Special Events: Concerts, Sports, Parties	●	●	●			●	●

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Card Identity Systems

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