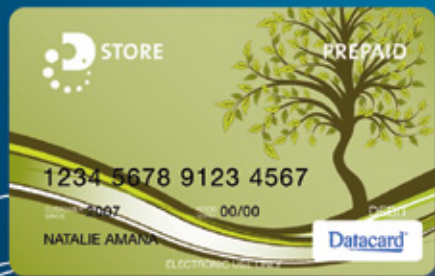


# DATACARD® CARDWIZARD® ISSUANCE SOFTWARE

For instant and central issuance of permanent cards

## CARDWIZARD®



*Datacard® CardWizard® issuance software is the world's best-selling solution for instant issuance of credit, debit and ATM cards.*

*Key capabilities include support for issuance of EMV® compliant cards, as well as personalization of mobile devices and key fobs.*

### **Drive revenue in your credit, debit or ATM card program *instantly***

Datacard® CardWizard® issuance software is the world's best-selling instant issuance solution for Visa® and MasterCard® debit and credit cards worldwide. Thousands of banks, stores, credit unions and service bureaus use CardWizard software to differentiate their brands in the highly competitive financial card market. Consumers can apply for a card, and in a matter of minutes leave the branch or store with a personalized, permanent and activated card.

### **Instant Issuance, Instant Advantages**

Instantly issuing permanent, activated cards provides banks, credit unions, retailers, service bureaus and other card issuers with measurable benefits, including:

- **Immediate card use.** Give consumers the convenience and immediate buying power of instantly activated credit, debit and ATM cards.
- **Attract and retain cardholders.** Instant issuance of personalized financial cards aligns with growing consumer demand for speed and customized solutions. For example, emergency card re-issuance can be handled instantly at the branch.
- **Enhance relationships.** On-site card issuance provides an ideal opportunity to build relationships with cardholders. Use the time spent with cardholders to better understand their preferences and cross-sell other products and services.
- **Increase profitability.** Higher activation rates and immediate card use improves profitability. You also save paper and mailing costs. Additionally, banks and credit unions may decide to charge an annual fee for highly personalized cards.

**CARDWIZARD®**

**Datacard**Group

### ***A complete, proven card issuance solution***

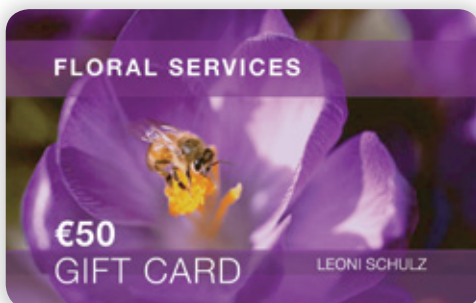
- *Web interfaces for ease of deployment and maintenance*
- *Instant and/or central card issuance*
- *Embossed or flat card personalization*
- *Custom card personalization and backgrounds*
- *Contact/contactless and EMV® compliant chip card issuance*
- *Full range of form factors — mobile devices, key fobs and more*
- *End-to-end encryption for proven security*
- *Full PIN selection and re-PIN capabilities*
- *Easy integration into existing card management systems*
- *Management reporting and administrative tools*
- *Built-in compliance for VISA® and MasterCard® instant issuance security recommendations*
- *Audited PCI compliance*
- *Multiple languages supported*

## **INSTANT ISSUANCE LEADERSHIP**

### **Why CardWizard® software is the world's first choice**

Datacard Group offers everything you need for a productive and profitable instant issuance program, including consultative services, software, personalization systems, supplies and support. CardWizard software is a cornerstone of this portfolio and the world's best-selling instant issuance software.

- **Simple and secure.** CardWizard meets and often exceeds customer expectations for ease-of-use, compliance and flexibility. An intuitive web-based user interface minimizes the need for training. And multiple physical and logical features ensure strong security.
- **Easily configured.** CardWizard software integrates seamlessly with a broad range of Datacard® card issuance systems and printers used for financial instant issuance. We offer systems for embossed cards, flat cards, EMV® compliant chip cards and more. We can configure a complete, turnkey solution that aligns perfectly with the way you — and your cardholders — prefer to do business.
- **Proven security.** CardWizard software is PCI PA-DSS compliant and meets Visa® and MasterCard® instant issuance security requirements.
- **Management reports and administrative tools.** The software allows you to generate standard reports giving you complete visibility into the details of your card program. Generate reports for individual users or branch locations — or for all users and branches. Easy-to-use administrative tools make it easy to conduct audits, track supply items and more.
- **Enhanced productivity.** Banks, credit unions and retailers can measurably improve employee productivity by reducing or eliminating manual tracking of cards issued.



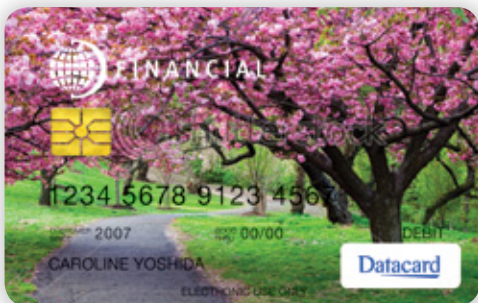
## A FULL RANGE OF CARD ISSUANCE SYSTEMS

CardWizard software is compatible with the full range of Datacard® card issuance systems and printers. We offer the system you need to produce embossed or flat cards with your choice magnetic stripes, smart chips, indent printing and more.

	Datacard® 150i card personalization system	Datacard® FP65i™ financial card printer	Datacard® FCP 20/20 financial card printer	Datacard® SE48™ card issuance system	Datacard® DC3156X-FR card issuance system
<b>PRINT METHOD</b>					
Dye-sublimation direct-to-card		X			*
Dye-sublimation retransfer			X		
Embossing	X			X	X
<b>CARD TYPES</b>					
Blank white card		X	X		
Pre-printed card	X	X	X	X	X
Pre-embossed card		X			
<b>TECHNOLOGY BENEFITS</b>					
Over-the-edge printing			X		
Physically altered card	X	X		X	X
Full-color printing		X	X		
<b>PERSONALIZATION OPTIONS</b>					
Magnetic stripe encoding	X	X	X	X	X
Contact/contactless smart card	X	X	X	X	X
Graphics printing		X	X		
Dual topping					X
Indent printing	*	X		X	X
<b>SECURITY FEATURES</b>					
Hardware lock suite	X	X	X	X	X
Locked reject card hopper	X	X	X	X	X
Password-protected access			X	X	*
Kensington® lock		*	X	X	
Security magnetic stripe erase on error		X			
Encoding and card auditing		X			
Data encryption		X	X		
Multi hoppers					X (up to 15)
"Single Wire" connection			X		X
<b>AGENCY APPROVALS</b>					
RoHS compliant		X	X	X	X
CE certified		X	X	X	X

\* = optional feature

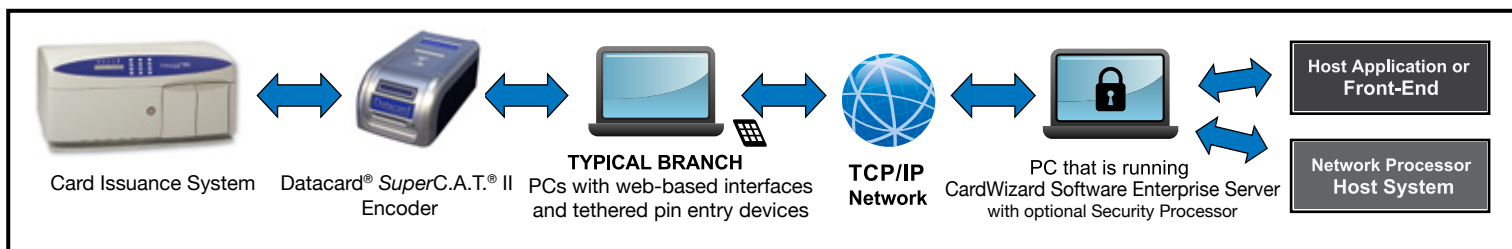
To learn more about CardWizard software connectivity with other Datacard hardware, please contact your local Datacard sales office.



### A complete EMV® compliant chip card solution

CardWizard software is fully compliant with EMV® chip card standards and supports MULTOS®, GlobalPlatform, Java® and native smart cards. A data preparation/KMS/HSM solution can be installed along with CardWizard software on your enterprise server to enable fast, efficient and secure smart card issuance.

CardWizard software has been integrated with leading EMV® data preparation solutions, including Datacard® Affina® Issuance Management software and Datacard® Syntera® Customization Suite hosted smart card software, which has been installed in more than 200 smart card programs worldwide. This integration with CardWizard allows existing Affina software to create a secure, productive and highly consumer-focused instant issuance environment. The integrated CardWizard-Affina solution is ideal for EMV® compliant chip card issuance and other smart card programs.



The diagram above shows components of a typical instant issuance branch installation. Hardware and software specifications may vary depending on needs and requirements.

## Standard CardWizard Software Components

**Client Component.** Choose from three client component options.

1. Standard - Lets you manually enter information to issue, PIN and re-PIN cards.
2. Integrated - Retrieves data from an existing card management database and eliminates the need for manual data entry. This is a web-based interface.
3. Embedded - Allows an existing desktop client application to retrieve card information and send it to the CardWizard software for the issuance of cards and PINs.

**Administration Component.** CardWizard software offers a variety of administrative tools that allow authorized users to easily monitor and administer the entire issuance process. This allows for fast, easy auditing and helps build a highly secure issuance environment.

**Enterprise Server Component.** The Enterprise Server Component receives and manages client and administrative requests from all locations. Key functions include card production, logging, reporting, production queues (for central issuance of cards) and database storage.

**SuperCMC Component.** The SuperCMC Component is an essential tool for managing your network of card issuance systems, such as card printers and embossers. It monitors and reports on a wide range of functions, including encryption and error handling.

**KeyManager Component.** Financial keys and tables are created, transmitted and saved into the system by using the KeyManager Component. Once a key or table is entered and saved, it is encrypted and stored in the HSM. If keys are already in an existing HSM, CardWizard software can use those keys to calculate values, such as PIN offsets and CVV/CVC.

## Optional CardWizard Software Components

**PhotoWizard.** This optional feature supports digital cameras, signature pads and photo printers. This allows users in branch locations to quickly capture photos and signatures and print them on cards as part of the instant issuance process.

**PINWizard.** In cases where a card is not being issued, this optional feature allows users to provide cardholders with customer-selected PINs. This feature can also issue and activate pre-embossed/encoded plastics and support the re-PIN process for cards when the offset is stored on the host.

**IDWizard.** Give operators the ability to verify customer ID at teller and platform stations with the IDWizard feature. Cardholders simply swipe their card and enter a PIN to confirm their identity. The IDWizard feature can be integrated into an existing branch or host application and used to retrieve cardholder data from a central database and display it at a workstation. This allows for more efficient processing of customer transactions.

**ChipWizard.** Card issuers looking to simplify EMV® compliant chip card issuance can use this optional feature to streamline data preparation. This feature supports the personalization of virtually any type of chip on the market today and interfaces with Affina issuance management software, as well as other leading EMV data preparation software.

**Perso-to-Go.** This optional feature allows financial institutions to conveniently personalize mobile devices, key fobs and contactless stickers at the branch level for near-field communications (NFC) payments. This feature also supports instant activation, so the personalized device can be immediately used for contactless point-of-sale purchases.

## Languages supported

Arabic  
English  
French  
German  
Japanese  
Portuguese  
Simplified Chinese  
Spanish  
Russian

## DatacardGroup

### CORPORATE HEADQUARTERS

Minnetonka, MN  
+1 952 933 1223  
info@datacard.com

### AMERICAS

Denver, CO  
+1 303 803 1020  
sales@instantissuance.com

### ASIA PACIFIC

Hong Kong  
+852 2866 2613  
asiapacific@datacard.com

### EUROPE, MIDDLE EAST & AFRICA

Hampshire, UK  
+44 (0) 1489 555 600  
uksales@datacard.com