

A woman with long brown hair, wearing a blue and white plaid shirt over a blue top, is smiling while looking at a tablet computer. She is in a retail or office environment with shelves and a computer monitor visible in the background.

## CONNECT CONSUMERS WITH INSTANT PURCHASING POWER

Build Loyalty | Drive Revenue



# CONNECT WITH CONSUMERS INSTANTLY



## Financial Instant Issuance

Datacard® financial instant issuance solutions provide banks, credit unions, retailers and other financial card issuers with powerful new ways to drive revenue and engage consumers. Imagine the power of a consumer walking into one of your locations and — within minutes — walking out with a personalized, permanent payment card with instant purchasing power.

### Key Benefits

- Increase activation rates
- Greater card usage, share of wallet
- Cross-sell additional offerings
- Reduce paper, postage and mailing costs
- Lower card printing and inventory expenses
- Strengthen brand loyalty

### Give Consumers What They Want

- Immediate purchasing power
- Instant replacement of lost or stolen cards
- Choice of personalized payment products

## ANY CARD, ANY DEVICE, ANY WAY YOU CHOOSE

Entrust Datacard offers everything you need for a successful instant issuance program, including software, systems, supplies and a full range of consultative services and technical support. We configure fully integrated solutions to align with the way you do business.

### Largest Portfolio of Desktop Issuance Systems

Entrust Datacard offers issuance systems for every application.

#### DATACARD® CR500™ INSTANT ISSUANCE SYSTEM



##### Retransfer Printing

- Reliable, secure operation for high card volumes
- Support multiple card products using up to three input hoppers
- EMV smart card capabilities

#### DATACARD® FP651™ FINANCIAL CARD PRINTER



##### Near-edge, Direct-to-Card Printing

- Personalize pre-embossed, pre-printed or blank card stock
- Rear indent printing
- EMV smart card capabilities

#### DATACARD® CD820™ INSTANT ISSUANCE SYSTEM



##### Near-edge, Direct-to-Card Printing

- Issue secure, flat financial cards instantly
- Full-color or monochrome printing
- EMV smart card capabilities

#### DATACARD® CE870™ INSTANT ISSUANCE SYSTEM



##### Embossing and Near-edge, Direct-to-Card Printing

- Support multiple card products using up to six input hoppers
- EMV smart card capabilities

# A CRITICAL COMPONENT OF THE OMNI-CHANNEL EXPERIENCE

Today's consumers expect more than anytime-anywhere services. They expect the convenience of choosing between the mobile, online and in-branch channels as they conduct essential transactions — and they expect to move seamlessly between these worlds with a consistent, high-quality experience. Instant issuance is a key component of this omni-channel experience. Instant issuance enables you to elevate the in-branch experience with the same level of instant empowerment and anytime convenience that consumers seek from the mobile and online channels. With the bold offering of instant purchasing power and an immediate solution for card re-issuance, you can make an immediate and lasting impression that helps you earn, retain and deepen customer loyalty.



Transform blank or preprinted card stock into ready-to-use credit or debit cards — *instantly*.

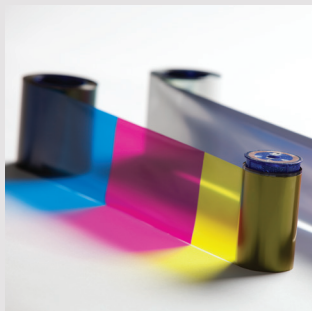


## WORLD'S BEST-SELLING INSTANT ISSUANCE SOFTWARE



With more than 7,500+ financial instant issuance product installations worldwide, Datacard® CardWizard® issuance software is today's best-selling solution for instant issuance of Visa® and MasterCard® debit and credit cards. It offers compatibility with most card management systems and card authorization systems.

## INTELLIGENT SUPPLIES



We also offer a full range of standard and customized Datacard® Certified Supplies designed to optimize productivity and minimize per-card costs.

## PROFESSIONAL SERVICES



Our service experts can help you with everything from initial assessments and solution design to deployment and ongoing optimization.

## ABOUT ENTRUST DATACARD

Consumers increasingly expect a consistent omni-channel experience. Entrust Datacard empowers financial institutions to deliver this experience with solutions and expertise that create trusted identities and secure anytime-anywhere transactions in an increasingly connected world. From industry-leading central issuance solutions to more than 25,000 successful instant issuance deployments worldwide, our solutions are used to issue and manage the majority of the world's financial cards, and our authentication software secures more than 400 billion transactions annually. Our 45 years of industry-leading expertise and experience spans the globe, with more than 2,000 employees serving customers in 150 countries worldwide.

**For more information, visit [www.entrustdatacard.com](http://www.entrustdatacard.com).**



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