

## LOYALTY CARD REPLACEMENT

### The Loyalty Card Problem



It's just before a long holiday weekend. The lines are backed up with customers eager to make their purchases. Mrs. Jones can't find her loyalty card and wants to get her discounts. It's an awkward moment especially since the other customers in line are

becoming increasingly impatient as you have to spend valuable time waiting for Mrs. Jones as she searches her purse. Sound familiar?

How do you solve this problem? Wouldn't it be great to have a way to get rid of the cards and be able to allow your customers to take advantage of the discounts and for you to be able to track their purchases? Wouldn't you like to have your staff spend their time solving important problems instead of being hassled by administering the ID cards?

Well, you can. *identiMetrics'* biometric fingerprint identification product, *identiFi™*, will eliminate your problem and insure that each member is quickly and positively identified in a safe and cost-effective way.

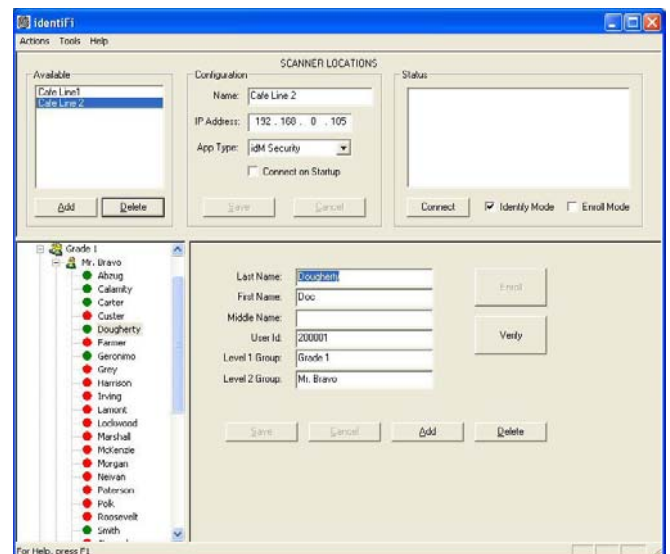


*Finger Identification Scanner*

### *identiFi™* - The Loyalty Card Solution

*identiFi™* uses a customer's fingerprint to accurately identify him or her at any store. It seamlessly integrates with existing customer tracking applications to provide positive identification of your customers; there is no need to spend money to replace systems already in place. In addition, *identiFi™* is fully scalable. It can operate in a single location or provide identification and access throughout the entire facility allowing you to administrate membership identification with a single common database.

*identiFi™* eliminates administrative problems and costs caused by the inconvenience of forgotten or lost identification cards. The customer's fingers cannot be forgotten, stolen, lost, or shared. It's something they always have with them!



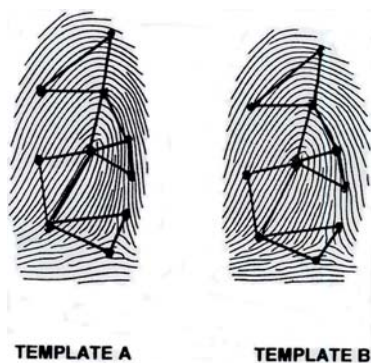
*Customer tracking databases are easily imported to identiFi™ in order to expedite membership enrollment.*

## What is biometric identification?

Biometric identification is the use of automated methods to recognize a person based on a physiological or behavioral characteristic. Biometric features include face, fingerprint, hand geometry, handwriting, iris, retina, or voice. *identiMetrics* utilizes biometric finger scanning identification in its products because it is fast, accurate, cost-effective, and non-intrusive.

## How does finger scanning identification work?

All fingerprints are unique and that makes them ideal for personal digital identification. Using fingerprint scanners, the software scans the ridges, furrows and minutiae points of the fingerprint to create individual templates that identify each person. The template is then stored in a database (Template A). At a later time, when a person places their finger on the scanner, the software again scans the fingerprint and creates a new template (Template B). The software then compares the newly created template (Template B) with those stored in the database. When a match is made, the person is identified. AT NO TIME IS A FINGERPRINT IMAGE EVER STORED. NO FINGERPRINTS CAN BE RECREATED FROM THE TEMPLATE.



## What are stores using today to identify and track their customers?

Stores offer their customers the opportunity receive discounts and to track their purchases by using loyalty cards. The most common kind of loyalty cards currently in use are bar coded swipe cards. Because customers regularly lose or forget their cards, they must be frequently reissued.

## **identiFi™ - Provides everything needed to identify your customers. It consists of:**

- *identiMetrics*' proprietary *identiFi™* software that identifies members using their fingers.
- State-of-the-art biometric finger scanners.
- Installation, training and support.

### **About *identiMetrics*, Inc.**

*identiMetrics*, Inc, a privately held company headquartered in Malvern, PA, is a leader in the development, integration and marketing of biometric finger scanning products. *identiMetrics*' solution, *identiFi™*, is a comprehensive biometric finger scanning identification platform that provides a cost-effective and accurate biometric identification replacement for swipe card readers, bar code readers and PIN pads. *identiFi™* eliminates the problems and costs created by cards and PIN pads and gives irrefutable proof of identification for security and record keeping purposes. *identiFi™* provides a single identification solution and integrates seamlessly with different applications already in place. For more information visit [www.identimetrics.net](http://www.identimetrics.net).

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