

*The Trusted Source for
Secure Identity Solutions*

DTC5500LMX Introduction

Table of Contents

Influences to Lamination – Understanding the present situation

DTC5500LMX Wasteless Lamination Solution – Introducing HID's LMX wasteless lamination technology in a Professional DTC hardware solution

Key Selling Points – What makes this product better? Why is it important?

DTC Product Compatibility – What works where?

Competitive Comparisons – Where does the DTC5500LMX stand in the marketplace

Launch Timelines – When and what can be expected at launch?

Product Launch – Part numbers and MSRP's for DTC5500LMX and Launch Kit

Professional Select Product Category – What is it? How do I become a certified partner?

Influences Driving The Need for Lamination Solutions

Market Drivers

- The need for holographic security is on the rise to combat counterfeit ID's on a global level
- Emerging markets are seeking more affordable tools for secure, centralized ID issuance to growing populations of citizens
- High volume card issuance customers are seeking low cost per card solutions to cost effectively issue secure and durable ID's
- Increasing the life of each card will reduce recurring costs of re-printing ID badges and official ID cards

The Next Evolution in Lamination



DTC5500LMX



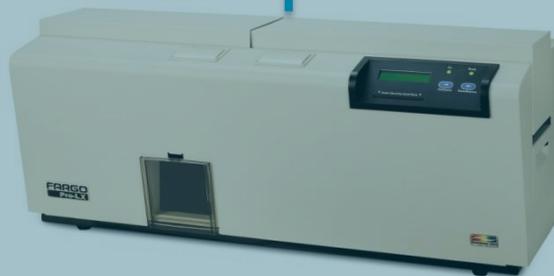
- **Robust**
- **Wasteless**
- **Efficient**

DTC550



- **Durable**
- **Workhorse**

Pro-LX



- **Industrial**
- **Heavy**
- **Reliable**

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

Introducing the DTC5500LMX



- HID Global's patent-pending iON™ technology combines energy efficiency with rapid heat control to enable the fastest ready-time in the industry
- LMX wasteless lamination lowers consumable costs by up to 50% over legacy lamination methods
- Largest card patch coverage in the industry
- First laminating card printer to be GreenCircle® Certified
- Every machine has dual-side printing and dual-side lamination capability
- Wide array of technology card encoder options available
- Three year warranty

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

GreenCircle Certification System

GreenCircle Certified, LLC certifies
that an independent, third-party evaluation has been conducted for:

HID Global Corporation

DTC5500LMX

66% Energy Savings

Eden Prairie, MN



Energy savings were calculated based on a 24 hour period and include printer startup. The analysis assumes three cards are printed every 30 minutes for an 8 hour period (standard work day) and the remainder of the time is spent in a baseline/sleep mode.

The analysis assumes double-sided printing and double-sided laminating. Energy savings are calculated based on an assessment to a comparable product currently sold in the marketplace.

Certification Period: January 1, 2016 - December 31, 2016

Certification Number: 15-0368

Tad Radzinski, PE, LEED AP, SFP

Certification Officer

**GreenCircle
CERTIFIED** LLC

155 Railroad Plaza, Royersford PA 19468

What is wasteless lamination?

Traditional



- Two Cores: Supply and Take-up
- Carrier film holds patches before they are applied to a card
- Laminator must stop after advertised quantity of patches
- Traditional way to laminate cards

LMX Wasteless



- Single Core
- Perforated laminate tears away when applied to each card
- Large savings in manufacturing costs of consumables
- No unused patches left on core – every patch can be used

How to Choose Between One or Two Material Printers

What sides of your card would you like to laminate?	Here's your ideal DTC5500LMX
Front	1 Material DTC5500LMX
Back	
Front and Back With the Same Laminate Types	
Front and Back With Different Laminate Types	2 Material DTC5500LMX

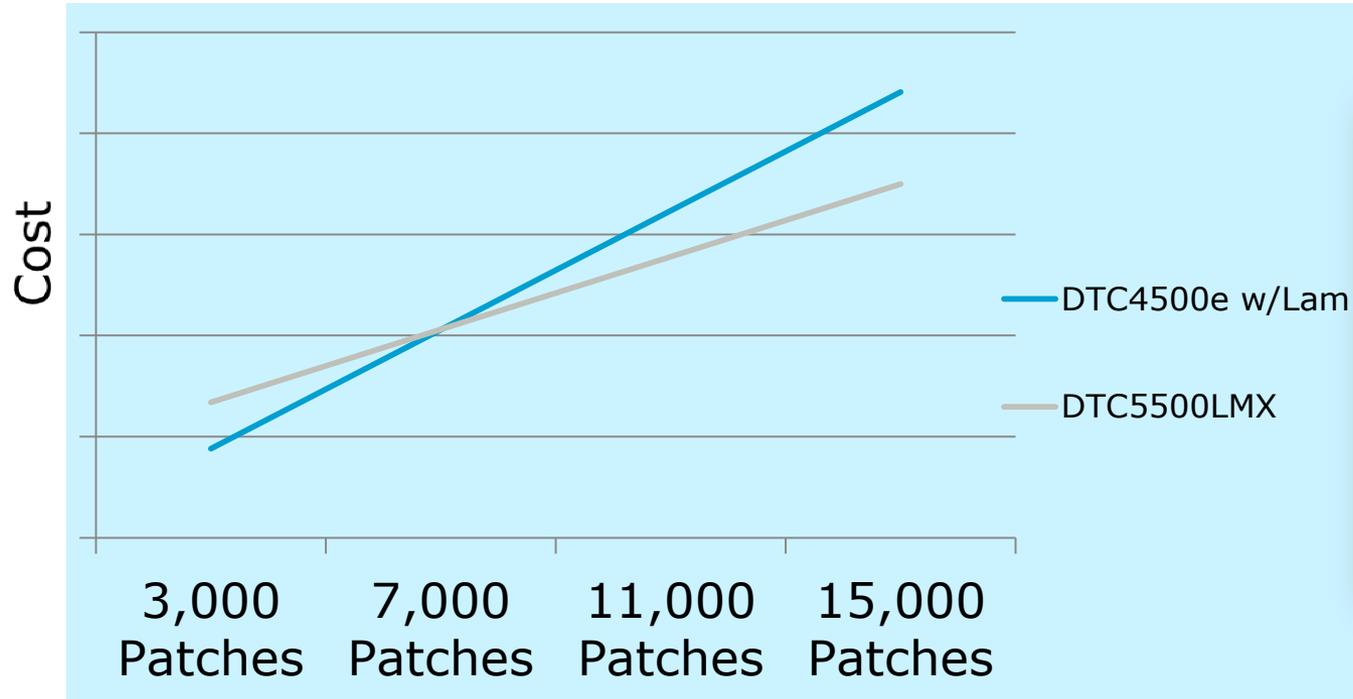


****No field upgrades from 1 material laminators to 2 material laminators, factory ordered only***

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

When does LMX make sense?

With a slight increase in hardware cost, when does it make sense to use a wasteless lamination solution?



When patch volumes reach or exceed 7,000, the LMX solution pays for itself and becomes increasingly more cost-effective

**Additional savings from time and energy efficiency are not included in this ROI calculation*

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

LMX Wasteless Lamination Patch Options

Patch Coverage Options

Whole

Half

IC Cutout

Patch Type Options

Clear

Holographic

Custom
Holographic

Customers with existing custom holographic laminates can be converted to new wasteless LMX for free

Software Support

FARGO® Advanced Software Development Kit (SDK)

Build or integrate to your own interface.

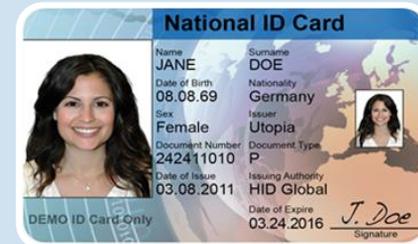
Advanced FARGO SDK can be used to control all functions of the DTC5500LMX components

HID AsureID® Card Personalization Software

AsureID allows users to design their cards for printing / encoding / and lamination with the DTC5500LMX in a single step so that you can issue a multi-function, laminated and highly secure smart ID in the end



Market Applications



Corporate

- SMB and Fortune 500 Employee Badges
- Medical Patient and Caretaker IDs

Education

- Student IDs
- Campus Smart Cards
- Event Cards

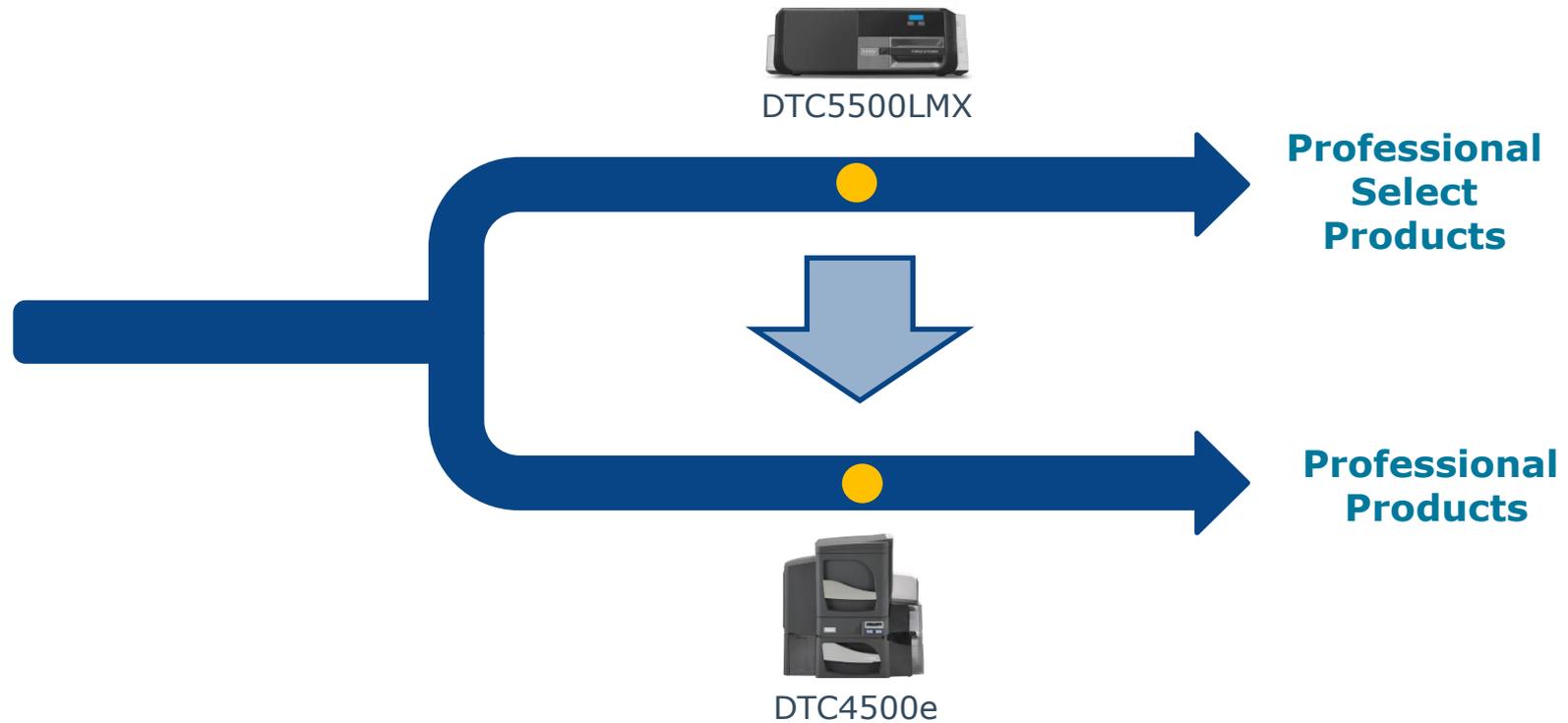
Government

- National IDs
- Law Enforcement IDs and Firearms Permits
- Military IDs
- Residency Cards

Key Selling Points

- **Speed:** iON™ Technology lamination allows users to laminate cards within **45** seconds from cold start up, a 70% reduction in heat up time – an industry first
- **Wasteless:** LMX consumables eliminate carrier film and take-up cores, which pass along up to a 40% savings in laminate consumable costs for consumers with cost per card concerns
- **All-in-One:** Complete printer and lamination solution built into one unit minimizes card shuttling and eliminates card elevators
- **Rugged:** From the steel baseplate to the inclusion of built-in handles, the DTC5500LMX was built for maximum durability, even in the harshest environments
- **Capacity:** Standard lamination supplies are manufactured with 1000 patches per roll, reducing the need for users to spend time replacing laminates in high volume environments, which could increase production time and costs

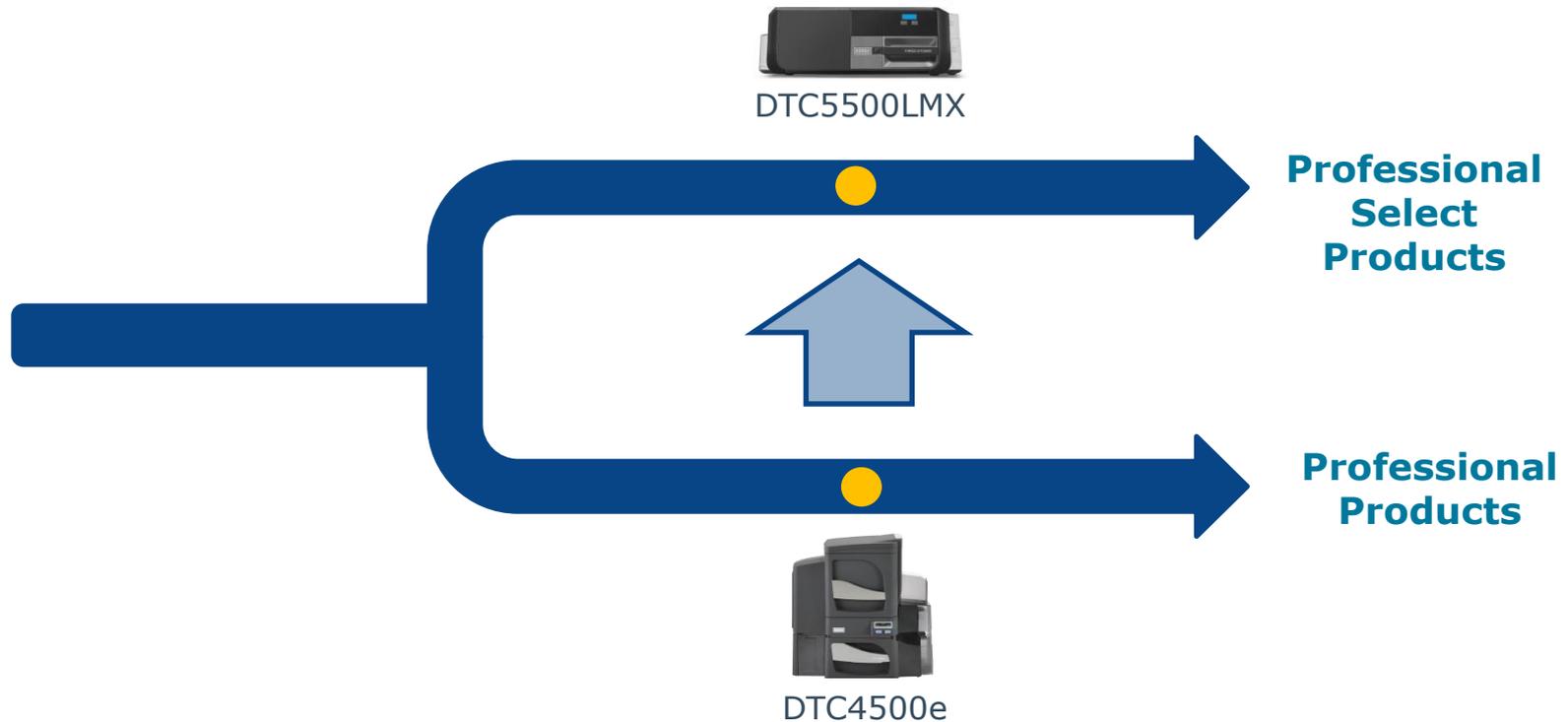
Supplies Compatibility



- DTC5500LMX ribbons are compatible with DTC4500e after firmware update
- DTC4500e ribbons are not compatible with DTC5500LMX
- DTC5500LMX laminator materials are all new part numbers

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

Module Compatibility



- DTC4500e encoder modules are compatible with DTC5500LMX
 - Magnetics, contact, and contactless
- New module part numbers(DTC5500LMX only)
 - Andon light

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.



Competitive Comparison

Attribute	HID DTC4500e w/Laminator	HID DTC5500LMX	Zebra ZXP7 w/Laminator
Product Design	500 patch with take up reel	1000 patch continuous media without a carrier	750 patch continuous media without a carrier
Printing	Dual Side	Dual Side	Dual Side
Lam Media	Thin Film or Patch	Patch Only	Patch Only
Lam Capability	SS or DS	Always DS, One or Two Material	SS or DS
SS Print + Lam First Card Time	3.5+ minutes	45 seconds	2.5+ minutes
Cards per Hour	145 ss w/lam	200 ss w/lam	270 ss w/lam
Cost per Patch	\$0.29	\$0.18	\$0.15
GreenCircle® Certified	No	Yes	No
MSRP*	Dual Print w/Single-Sided Lam: \$5,699 Dual Print w/Dual-Sided Lam: \$6,699	Dual Print w/One Material Lam: \$6,499 Dual Print w/Two Material Lam: \$7,499	Dual Print w/Single-Sided Lam: \$6,495 Dual Print w/Dual-Sided Lam: \$7,495

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

Laminate Comparisons



ZXP7

Typical Zebra Patch

88.5% Coverage

Indexing notches

Square cut corners



DTC550LMX

LMX Wasteless Patch

95% Coverage

Nice radius corners

Consistent patch size

Side-by-Side Consumables Summary

Printer Model	Patch MSRP
HID DTC5500LMX	Clear: \$0.180 ea
Zebra ZXP7	Clear: \$0.153 ea
Magicard	Clear: \$0.224 ea
Evolis	Clear: \$0.24 ea
HID DTC4500e	Clear: \$0.294 ea
Datacard	Clear: \$0.308 ea

DTC5500LMX Launch Timeline

- March 1, 2016 – Begin partner announcements, webinars, partner portal content
- March 28, 2016 – initial product configurations available to ship
 - Two material configurations
 - Windows driver (including Win 10)
- March 31, 2016 – Public launch announcement, HID web page content
- Follow-on: June 2016 – additional product configurations available to ship
 - One material configurations
 - Windows Driver updates
 - Regional agency certifications
 - APAC (CCC – China, BSMI – Taiwan, KCC – Korea, BIS – India, MIC - Japan, RCM - Australia)
 - EMEA (EAC – Russia)
 - LAM (Argentina)
 - TAA compliant & GSA listed product (FIPS-201 compliant)
 - Linux & Mac Drivers

Product Launch: Phase I

Two-phase launch approach

- Phase 1: March, 2016
 - 2 Material Units: 5 SKU's
 - Windows Drivers



P/N	Description	MSRP* (\$USD)
056305	DTC5500LMX 2M	\$7,499
056306	DTC5500LMX 2M MAG	\$8,098
056307	DTC5500LMX 2M 5121/5125/CS	\$8,394
056308	DTC5500LMX 2M 5127	\$8,298
056309	DTC5500LMX 2M 5121/5125/CS LOCKS	\$8,694

**MSRP denotes North American pricing only – Please contact your local HID Sales Representative for pricing applicable to your region.*

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

Product Launch: Phase II

Two-phase launch approach

- Phase 2: June, 2016
 - 1 Material Units: 5 SKU's
 - TAA Compliance
 - Linux & MAC Drivers



P/N	Description	MSRP* (\$USD)
056300	DTC5500LMX 1M	\$6,499
056301	DTC5500LMX 1M MAG	\$7,098
056302	DTC5500LMX 1M 5121/5125/CS	\$7,394
056303	DTC5500LMX 1M 5127	\$7,298
056304	DTC5500LMX 1M 5121/5125/CS LOCKS	\$7,694

**MSRP denotes North American pricing only – Please contact your local HID Sales Representative for pricing applicable to your region.*

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

Consumables



Ribbons

P/N	Description	MSRP* (\$USD)
045700	DTC5500 YMCKO 500 COUNT	\$161.00
045701	DTC5500 RESIN PREM 3000 COUNT	\$120.00
045702	DTC5500 RESIN STD 3000 COUNT	\$40.00
045710	DTC5500 YMCKOK 500 COUNT	\$215.00
045714	DTC5500 HALF YMCKO 850 COUNT	\$212.50
045715	DTC5500 YMCKK 500 COUNT	\$220.00

**MSRP denotes North American pricing only – Please contact your local HID Sales Representative for pricing applicable to your region.*

Consumables



PolyGuard LMX Laminates

*All laminates below will work in either 1M or 2M hardware

P/N	Description	MSRP* (\$USD)
082700	PolyGuard LMX Clear Whole Patch	\$180
082710	PolyGuard LMX Clear Half Patch	\$220
082720	PolyGuard LMX Clear IC Patch	\$230
082701	PolyGuard LMX Clear UV Whole Patch	\$270
082711	PolyGuard LMX Clear UV Half Patch	\$270
082721	PolyGuard LMX Clear UV IC Patch	\$270
082702	PolyGuard LMX Orbit Holo Whole Patch	\$300
082705	PolyGuard LMX Holo Custom Whole	Volume Based
082715	PolyGuard LMX Holo Custom Half	Volume Based
082725	PolyGuard LMX Holo Custom IC	Volume Based

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

DTC5500LMX Launch Kit on Partner Portal



Collateral

- All new DTC5500LMX Datasheet & Brochure
- 25-50-100-250 word product descriptions for partner use in outward communications
- Product Photography for Print and Web
- White Paper focusing on the benefits of wasteless lamination
- FARGO® Product Comparisons – DTC Printers, Markets, Security Level, Visual Security
- Updated DTC Family Brochure
- Updated Government Solutions Brochure
- Updated OMNIKEY 5127 iCLASS SE Encoder Data Sheet

Additional Sales Tools

- DTC5500LMX FAQ
- Product launch presentations for partners and end users
- DTC Printers Competitive Matrix
- Bid Specification Sheet (covers Printer and Consumables)
- HID Academy Online Sales Training
- Professional Select Product Category Information
 - Guidelines
 - Demo Unit Policies/Discount Structures
 - Demo Unit Order Form
 - Business Plan Template

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

*The Trusted Source for
Secure Identity Solutions*

Professional Select Product Category

Product Category Summary

Product Category	Standard	Professional	Professional Select	Industrial	Financial
Product Access	APP Partners	APP Partners	Certified Partners	Certified Partners	Certified Partners
Models	C50 DTC1250e DTC1000Me	DTC4250e DTC4500e HDP5000	HDP5600 DTC5500LMX	HDP8500 HDP8500LE HDP8500LW	HDPii Plus
Advertised Pricing	Open	MAPP	MAPP or NAPP by region	NAPP	NAPP
Demo Unit Purchase	Available	Available	Required	Required	Required
Product Specific Training	Available	Available	Required	Required	Required
Business Plan Required	No	No	Yes	Yes	Yes
ASP Training	Available	Available	Required	Required	Required

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

Why sell Professional Select solutions from HID Global?

Partners that are certified to sell solutions from HID Global's Professional Select product category enjoy the following benefits:

1	Maximized Profitability	<ul style="list-style-type: none"> MAPP and NAPP Policies (varies by region) protect your investment and selling efforts with strict enforcement by HID Global
2	Market Differentiation	<ul style="list-style-type: none"> Become your customer's preferred source for unique credential printing solutions not available elsewhere
3	Protection of Recurring Revenue Streams	<ul style="list-style-type: none"> Ongoing revenue stream is protected from non-certified competitive offerings
4	Professional Select Products are a Perfect Complement to Your Sales Story	<ul style="list-style-type: none"> Professional Select product-certified partners are value-add providers and System Integrators with full-service, high-touch technical expertise – further strengthening how you position yourself today with your customer

Professional Select Product Category



Professional Select Product Category Criteria		Certified Partner
1	Must develop a business plan that is approved by HID sales	●
2	Purchase Professional Select Product Category Demo Printer	●
3	All appropriate personnel must complete the required HID Academy Product-specific certification training*	●
4	Must have completed HID ASP certification	●
5	Must adhere to defined NAPP/MAPP	●

**HID Academy Technical Certification training available online approximately March 11, 2016*

PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

Steps to gain access to DTC5500LMX

1. Develop a business plan that is approved by your HID Sales Manager

2. Submit a demo unit request form and purchase order for a DTC5500LMX demo unit

3A. Must have completed HID ASP certification

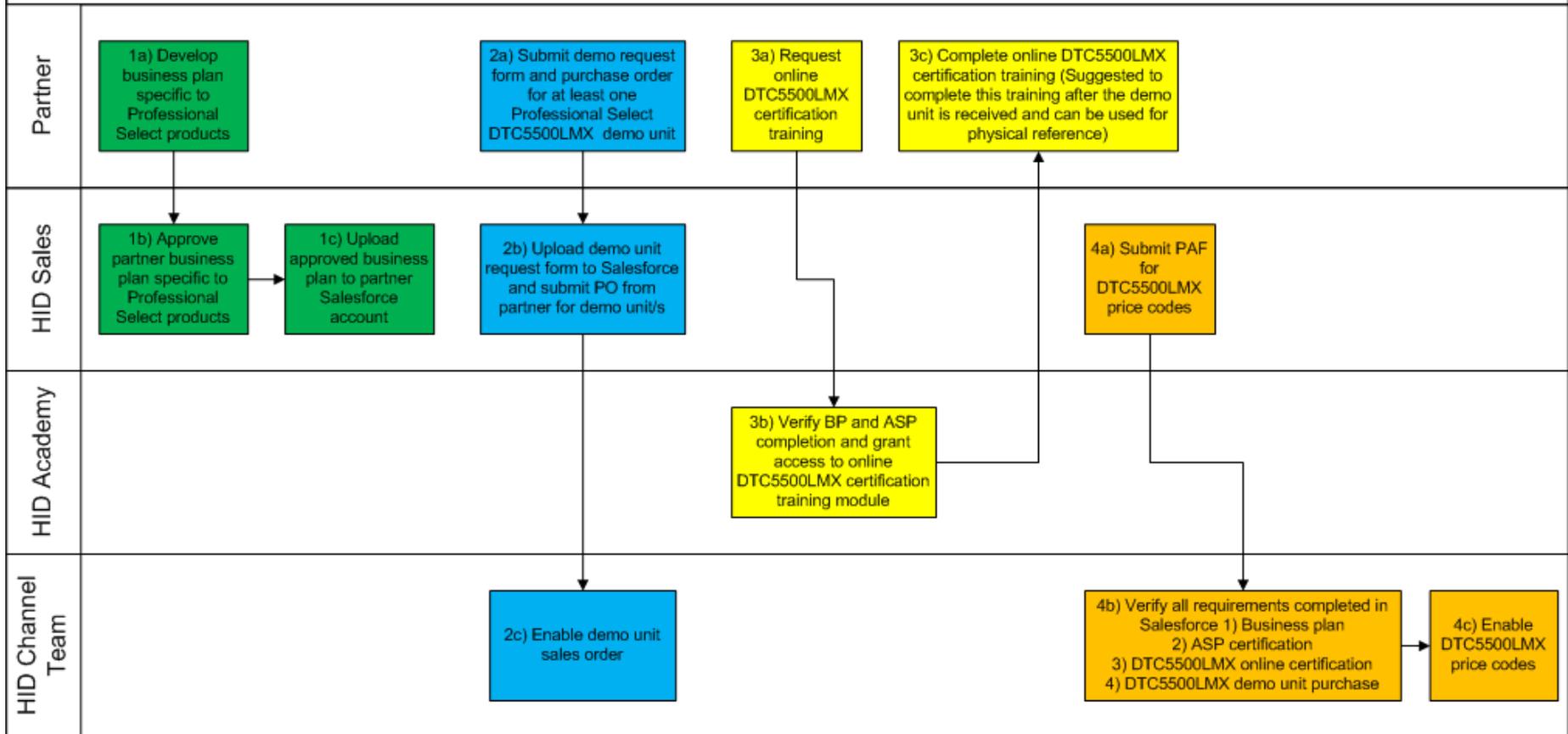
3B. Complete DTC5500LMX product specific online certification training

4. Attain authorized access to Professional Select DTC5500LMX product category as a product-certified partner

Professional Select DTC5500LMX Access

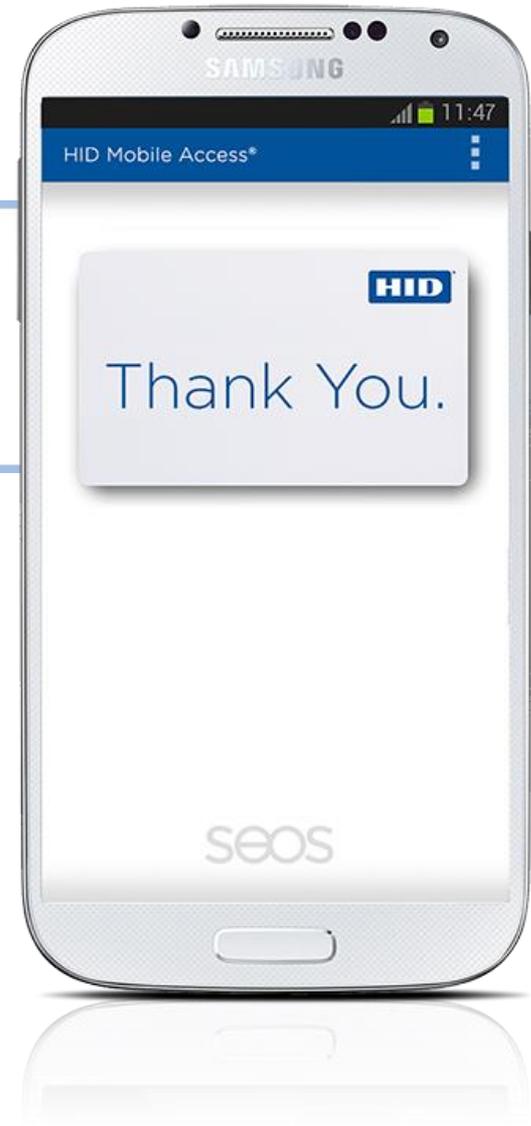


Professional Select DTC5500LMX On-Boarding Process



PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.

hidglobal.com



PROPRIETARY INFORMATION. Do not reproduce, distribute, or disclose. No unauthorized use.