

## Context

In an ever changing and technologically advanced world, safeguarding a citizen's identity is critical. With identity fraud on the increase – from photo substitution and image alteration to tampering with personal data – the need for secure, personalised and integrated document protection features is now greater than ever.

Currently, **165 million** passports and approximately **450 million** ID cards are personalised and issued every year. Each one of these must be secured.



Of these documents, an estimated **60–90 million** use a polycarbonate substrate.



MylImage™, the result of a joint product development between De La Rue and Opalux Inc. (also known as OpalPrint Polycarbonate), is a next generation personalisation security feature for polycarbonate identity documents. A distinctive and visually engaging feature, it seamlessly integrates the document holder's personal information (e.g. portrait, signature or unique ID number) with a unique, multi-colour shift effect.

## Benefits



Opaque background:  
Low-angle observation

Opaque background:  
High-angle observation

Window background:  
In transmission

Individual, personalised portrait security

Extremely difficult to simulate and counterfeit

Instantly recognisable and easy to verify

Simple training and verification for users

High-resolution citizen portrait that can incorporate your signature and/or other personal data

Compatible with current industry-standard personalisation equipment, thereby avoiding additional costs beyond the cost of the feature itself

Flexible issuance: decentralised and centralised

Integrated within polycarbonate construction

Optically transparent, compatible with windows



## MylImage™

A next-generation, polycarbonate personalisation feature from De La Rue and Opalux, MylImage™ is an original, optically variable citizen portrait that uses a multi-colour shift effect to change the image from positive to negative upon tilting.

### Classification

Personalisation feature for polycarbonate identity documents

### Security level

Level 1



### Security benefits and threats countered

MylImage™ is a personalised secondary portrait feature specifically designed to combat photo substitution and alteration. It is a cost-effective, high-security personalisation solution that benefits both citizens and governments by protecting the holder's image and personal data from counterfeit attacks or identity fraud. Fully embedded within the polycarbonate substrate, it is virtually impossible to tamper with the unique, colour-shifting image.

### Demonstrated by

The holder's portrait is shown as a secondary image that, when tilted, demonstrates a clear colour-shift from yellow to blue and a positive to negative image change. MylImage™ can be deployed as either a reflection portrait or as a transmission feature over a windowed area, and the option to include additional personalisation details such as name, signature and date of birth. It is an instantly recognisable, Level 1 security feature that does not require any additional equipment to recognise or validate.

### How does it work

MylImage™ is a stand-alone security feature that can be easily incorporated into your existing identity solution. MylImage™ is applied through a process of hot-stamping and lamination, and the personalisation element is securely lasered onto the substrate, using industry-standard equipment. Unlike other processes, no additional or specialist equipment is required to implement and use the feature.

### Additional information

— As the feature is embedded within the substrate, the document holder's image is fully protected and cannot be removed without destroying the polycarbonate card-body.

— With simple feature deployment and easy user training, the foils that are used to create the MylImage™ effect are highly regulated through a strictly controlled supply chain and extensive auditing.

— MylImage™ is an extremely flexible feature that can be designed to the customer needs by adjusting the shape and size of the stamp deployed and by the laser intensity applied to the patch.

### Usage

MylImage™ is suitable for all polycarbonate ID documents up to size ID3.

## Security benefits

Colour-shift technology is much harder to simulate or counterfeit than a feature that uses a single colour.

Easy to train, easy to recognise, difficult to counterfeit.

High resolution, detailed image makes it easy to authenticate the document holder.

Strong, unique colour-shifts in both transmission and reflection make for extremely secure transparent window features.



Opaque background: In reflection



Opaque background: In transmission

Laser marked

Standard polycarbonate marking laser (1064 nm)

Wide viewing angle

MylImage™ superior lighting tolerance compared to holograms

Multi-coloured

Colour increases counterfeit barrier compared to greyscale images

Optically variable

Very high reflectivity, optically-variable material

Colour inversion

Transmission properties also enable full complementary colour image

Semi transparent

Potential to pattern beneath material

Image robust to counterfeiting by digital print

Counterfeiter must match all colours through shifting spectrum, together with complementary colours, and interlock perfectly in a high definition image.

De La Rue is a leading provider of sophisticated products and services that keep nations, their economies and their populations secure. At the forefront of identity management and security, De La Rue is a trusted partner of governments, central banks and commercial organisations across the globe.

De La Rue is listed on the London Stock Exchange (LON:DLAR).

For further information please contact your regional account manager directly, e-mail [identity@uk.delarue.com](mailto:identity@uk.delarue.com) or visit [www.delarue.com](http://www.delarue.com)



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MylImage™



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MylImage™

Polycarbonate  
Personalisation  
Feature

