



THE ULTIMATE IDENTITY SOLUTION FOR HIGHER EDUCATION

Delivering a Five-Star Experience to Gen Z
Students and the Modern Campus



Create Experiences for Generation Z and Campus Staff That Are as Unique as They Are

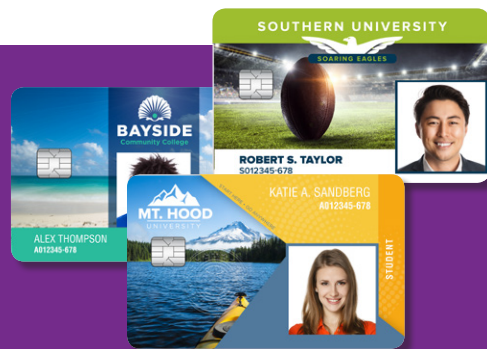
Students and staff are tech-savvy, multitaskers and they expect five-star experiences. We now live in a world where we rate everything from online purchases to professors and phone apps. Five-star experiences are not an aspiration — they're an expectation. To meet the unique needs of students and campus employees, as well as create lasting experiences, you need to adapt your campus ID programs.

Want to attract students and staff to your campus? Want to engage them in ways that enrich both their lives and your school? Want to create a campus experience that brings out their fierce loyalty?

It all begins with identity. Give students and campus employees an ID program that works for them — from their first day to everyday use to life outside your walls. Give them the experience they want with the Ultimate Identity Solution from Entrust Datacard™.

IT ALL BEGINS WITH IDENTITY

The most tangible connection between your school, Gen Z and employees is the campus ID card. Simplifying the issuing process and making it highly personalized are key to a successful card program.



ENGAGING WITH THE MODERN CAMPUS

IDENTITY



Provide a unique and trusted identity across campus.

SAFETY



Prioritize employee and student privacy and maximize safety.

SECURITY



Maintain a highly secure environment — from facilities to information and payments.

EFFICIENCY



Streamline campus processes with a simple one-card solution.

The Cloud Campus: Empower Card Program Administrators with Flexible ID Technology

Card administrators face complex challenges, beginning with creating five-star campus experiences. You have to do this with a limited budget while also meeting administration and staff demands. You also need to make sure technologies from multiple vendors work together — and ensure that everything you do supports your school's branding initiatives. It's not an easy job.

Entrust Datacard campus ID solutions make it easy for you to issue technology-rich cards that integrate seamlessly with access controls and other systems on your campus. The issuance process is fast — so students and staff can begin enjoying the benefits of a connected campus experience immediately.

Deploy a card solution that perfectly complements your issuance strategy. Entrust Datacard's cloud and on-premises deployment options provide greater flexibility to your operation, driving improved student and staff experiences and more efficient issuance workflows.



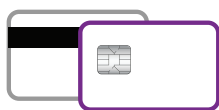
CREATING TRULY INDIVIDUAL EXPERIENCES

We make it easy to give Gen Z what they want — student IDs that celebrate individuality and deliver five-star experiences. And we help streamline campus operations for staff, so they feel empowered to accomplish more.



BENEFITS OF ONE CARD WITH MULTI-USE APPLICATIONS

TECHNOLOGY MIGRATION



Move from magstripes to smart cards and RF technology.

BRANDING INITIATIVES



Strengthen your school's name and image.

SCALABLE PROGRAMS



Scale to do more while staying in budget.

ORIENTATION EXPERIENCE



Issue ID cards to many students in a short time period.

Streamline the Orientation and Campus ID Issuance Process

Eliminate Long Lines and Waiting for ID Cards

Our cloud- or server-based software lets you capture images and demographic data for the ID issuance process anywhere on campus. Then, you can print at multiple locations or batch print IDs at your convenience. This means no more long lines in your campus services department.

AVOID LONG LINES DURING ORIENTATION

Give students and staff the ability to pick up IDs at multiple places on campus — no more long lines waiting for IDs.

PRINT ID CARDS IN MULTIPLE LOCATIONS

Place card printers in multiple locations for peak days — and let students and staff choose where they pick up their cards.

CREATE FIVE-STAR EXPERIENCES

Make ID card issuance fast and easy — and issue highly personalized cards that celebrate the uniqueness everyone on campus has to offer.

CAPTURE PHOTOS AND DATA ANYWHERE

Set up remote capture stations and equip mobile workers with tablets to capture ID card information anywhere on campus.

USE MOBILE DEVICES TO SAVE TIME AND MONEY

Use tablets and smartphones to streamline the capture process — even explore self-service capture with mobile devices.

LEVERAGE ONE CARD TO DO IT ALL

Use machine-readable technologies to make cards work in all of the automated systems on your campus.

OTHER SOFTWARE PROGRAMS OFFER LESS FLEXIBILITY

Many ID software products require station-by-station installation. In addition to slow deployment and time-consuming upgrades, this approach does not allow you to capture and print anywhere you choose. This can cause long lines during orientation. Other programs require you to use their cloud services. TruCredential software installs easily on the cloud or your existing secure server platform and firmly places you in control of your school's ID program.

Deliver Five-Star Experiences

A True One-Card Experience

The same challenges — rapidly changing technologies, security breaches and concerns, easily scalable solutions — that are driving universities to reimagine the campus experience more broadly also affect your card issuance strategy.

TruCredential software enables you to issue ID cards with smart chips, magnetic stripes or radio frequency capabilities to create a simple, safe one-card environment for students and staff. ID cards can be programmed and used to pay for meals, do laundry, enter secure facilities and do everything in between.



Make transactions



Access campus activities



Enter secure facilities



Confirm identity

Start the Issuance Process Anywhere, Anytime

Most students and campus employees encounter the same ID issuance experience: wait in a long line to get a picture taken, and then wait again for the card to be printed and issued. But this model is rapidly evolving to better reflect the busy schedules and high expectations of students and staff.

Now web applications, like MyPhoto, allow individuals to start the ID issuance process before they ever arrive at an ID issuance station — submitting photos to be approved and printed remotely. Students and staff then pick up their new IDs when they are ready, avoiding long lines and saving valuable time.

By eliminating in-person waiting, universities can create batches of print jobs and print them on high-quality retransfer printers — delivering brilliant IDs that can stand up to the busy lives of students and staff.



PERSONALIZE CARDS WHILE MAINTAINING YOUR BRAND

The flexibility of our card design software makes it easy to customize IDs while staying within your school's brand guidelines. Give students and staff the ability to add logos or graphics representing academic achievements, fraternity and sorority affiliations, sports teams, volunteer positions, department affiliations, public safety or healthcare roles and more.



The Ultimate Identity Software

Identity Software For The Modern Campus

Five-star experiences begin with purpose-built identity software. The design of Entrust Datacard™ TruCredential software reflects decades of experience working side-by-side with card program administrators.

Our cloud- or server-based architecture allows for a distributed approach to your ID card program. TruCredential is installed on your school's secure server or accessed via the cloud, which provides access from any connected workstation or mobile device — anywhere on campus. You can capture photos and data anywhere and print in multiple locations or batch print to a central location. This means no long ID enrollment or issuance lines.

TruCredential software also offers seamless integration with access control systems. It lets you deploy:

- Smart cards
- RF cards
- Magnetic stripes
- Other Machine-readable technologies
- Card designs with simple drag-and-drop functionality

These features make it easy to create highly customized ID cards that comply with your school's branding standards while providing your campus community with ID cards that reflect their individuality.

THE POWER OF FLEXIBLE DEPLOYMENT

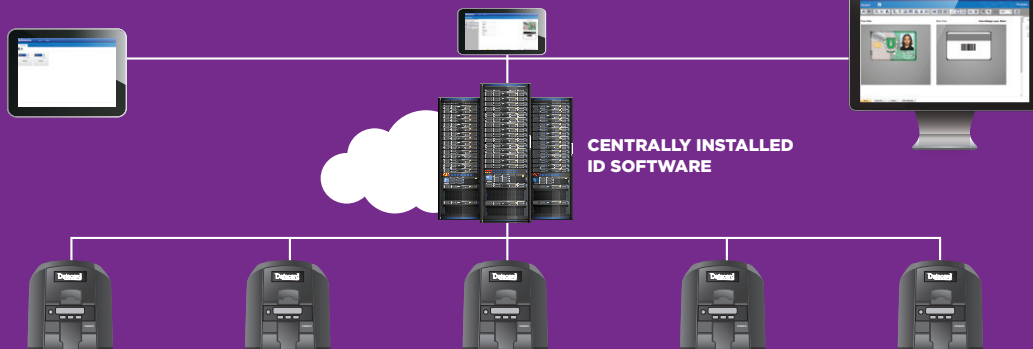
TruCredential can be deployed as a cloud- or server-based solution, so you can access it from workstations and mobile devices anywhere. You can also drive multiple printers to multiple locations. This benefits any-sized deployment — from a single printer to multiple printers. TruCredential cuts the cord on dedicated workstations.

DEPLOY QUICKLY — CAPTURE AND PRINT ANYWHERE

CAPTURE ANYWHERE ON CAMPUS

USE ANY CONNECTED DEVICE OR WORKSTATION

NO LOCAL SOFTWARE



PRINT STUDENT IDs ANYWHERE

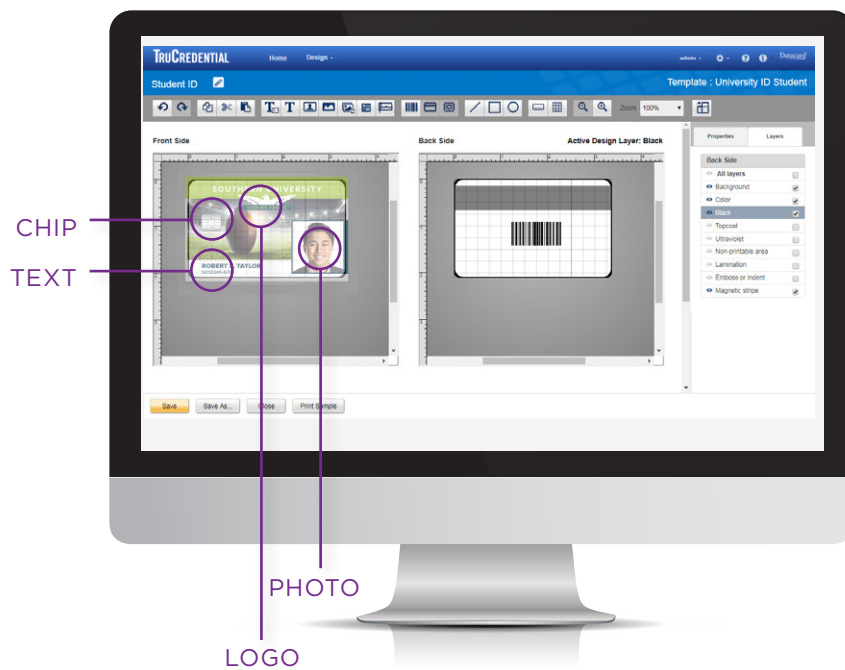
USE ETHERNET-CONNECTED CARD PRINTERS

PRINT IN MULTIPLE LOCATIONS

Technology Shifts Paradigms

The smartphone changed the mobile phone into a mobile enablement tool with infinite possibilities. A flip phone is still a solid functional device, but it only has a fraction of the smartphone's capabilities. The same is true of old-school card issuance software — TruCredential software enables new possibilities.

As technology on campus rapidly changes, closed or proprietary hardware and software environments can make it difficult to deliver seamless one-card experiences. Integrating with agnostic ID card providers enables universities to create a more connected, more efficient ecosystem that simplifies identity, access and payment — at scale, across many campus systems.



ENTRUST DATACARD OFFERS A COMPLETE ULTIMATE IDENTITY SOLUTION FOR EDUCATION

Entrust Datacard delivers a broad portfolio of ID education solutions to ensure you are getting the Ultimate Identity Solution for your institution. We offer a wide range of ID card printers to meet your specific cost, functionality and aesthetic goals. Our innovative Retransfer and Direct-to-Card printers deliver best-in-class card quality and long-term reliability. No matter which Entrust Datacard printer you choose, you can count on one important outcome — quality. Other solutions include:



COST-SAVING MODULARITY

The modular design of our cloud- or server-based software, and printers, allows you to add new features quickly and affordably — and protect your investment.



TACTILE IMAGES

Add innovative branding and enhanced security to your ID cards with our exclusive tactile impression feature.



RAPID REPLACEMENT

An available program ensures that your ID card operations remain productive — even if one of your printers requires service.



SYSTEM-MATCHED SUPPLIES

Easy-to-order printer supplies — including ribbons and holographic overlays — are designed to extend card life and reduce reissuance costs.

About Entrust Datacard Corporation

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust Datacard™ products and services, call **888-690-2424**, email **info@entrustdatacard.com** or visit **entrustdatacard.com/markets/education**.



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