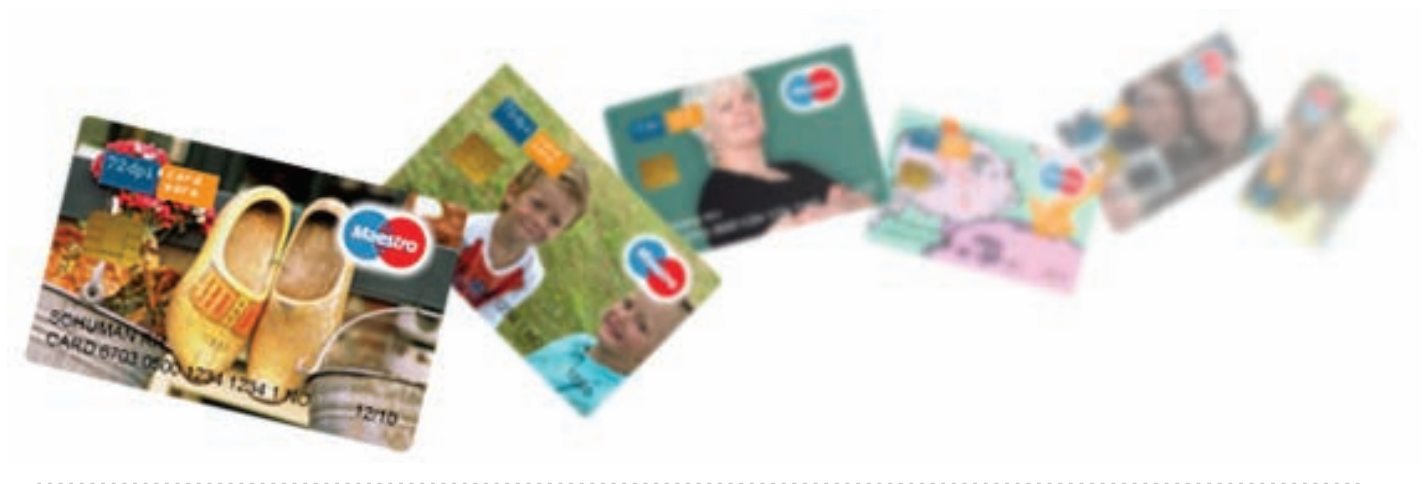




www.cardware.info



Personal Card

From 'just another card' to 'my favourite card' in seconds.

Research has shown that:

93% of card users would like to be able to personalize their financial payment cards
87% would rather use such a personalize card instead of their current credit card

72dpi Cardware

72dpi Cardware is a unique hosted software interface that allows customers to design and customize their personal payment cards (such as credit, debit or corporate cards) by uploading their favourite digital image from a personal computer or by selecting an image of their choice from an online gallery.

The process requires no software download from the user and is quick, secure and easy to use. The program is fully compatible with the latest card print hardware and includes our 72dpi Cardware-desk feature, which provides the card issuer or printer easy access to user data and statistics.

A truly 'personal' card

72dpi Cardware allows customers to turn 'just a card' into 'my favourite card' in a few simple steps.

Card holders can now design and create an individual, rich, colourful edge-to-edge card that truly reflects their personal style.

Customers who have several cards or multiple accounts from one provider can now turn each one into a personal and unique card. Individual cards that reflect personality, style and preference and that will soon become personal favourites.



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Benefits for Card Issuers

The personal card is the first step in a move towards multi-channel acquisition and client engagement.

By offering the opportunity to customize cards, issuers can now create truly personal relationships with each of their individual clients. A personalized card shows the customer that his or her individual preferences are valued and appreciated.

Customized cards are eye-catching brand experiences that will invariably lead to increased activation, card usage and customer loyalty.

With today's diminishing results in direct marketing, the personal card provides an easy-to-implement first step in creating a multi-channel marketing strategy for new and existing clients.

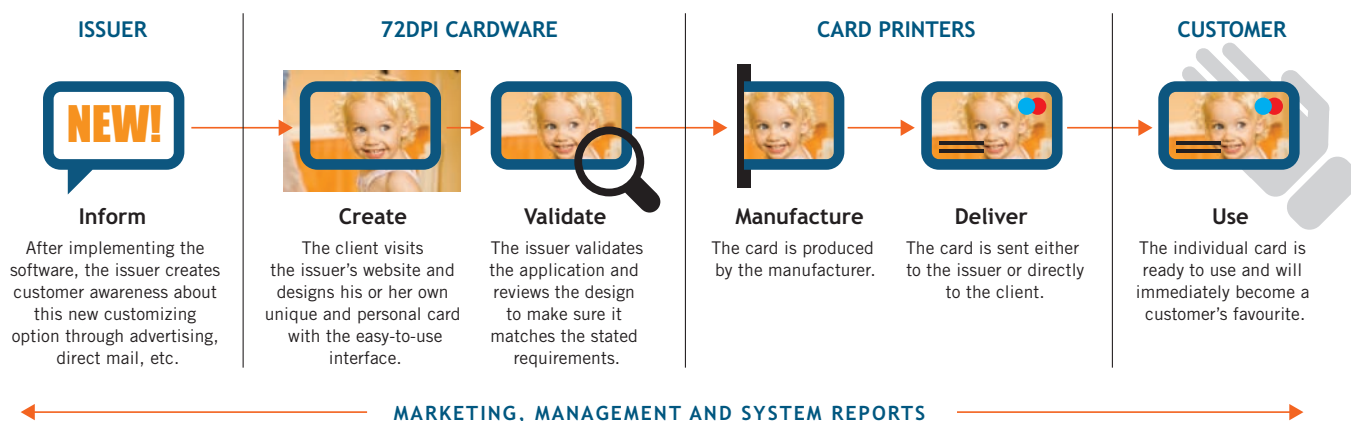
Benefits for Card Manufacturers

72dpi gives manufacturers the competitive edge.

72dpi Cardware allows manufacturers to offer their card issuers a strong, effective and easy to use marketing tool. Increased turnover and higher card volumes automatically lead to increased revenue for the manufacturers.

Personal cards are a vision of the future. By offering your clients this exciting option today, you make sure your company stays ahead of current developments. Gain the competitive edge now by offering your clients the possibilities of tomorrow.

How it works



72dpi Cardware Desk

72dpi provides effective marketing, management and system reporting tools to our clients. This will allow you to optimize traffic and monitor results, design and overall system performance. During every step of the process, we give you full control by providing you with the information you need.

Solutions from the experts

Over the years, we have developed specialized turnkey applications for the design, development, and implementation of digital card creation. 72dpi has used these solutions for several successful personalised card programs in Europe. Our team has a proven track record with an impressive time-to-market and virtually no implementation risks.

Want to know more?

Call or write us if you would like detailed information on the following topics:

- Card Design
- Interface Design
- Building an Image Gallery
- Image Checking Process
- Image Checking Guidelines
- User Communication and Information
- Statistics and User Data
- Terms & Conditions
- Promoting Cardware on your Websites

Try it out!

Why don't you see for yourself how it works? Just go to www.cardware.info and create and personalize your own card in seconds.

72dpi Cardware. Make any card a favourite card.



www.cardware.info

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