

## **Fargo Unveils the Persona C30 Photo ID System Featuring Simplicity and Convenience**

All-in-one system includes everything needed to produce professional IDs

**Minneapolis, MN** (November 7, 2006) Fargo Electronics, Inc., a global leader in secure technologies for card identity systems, today announced the introduction of the Persona C30 Photo ID System. The C30 system is an easy-to-use system designed for organizations such as K-12 schools, small corporations, clubs or recreation facilities that need high-quality plastic ID cards without high-security features.

The C30 system carries a two-year warranty and includes all the components needed to produce professional-looking IDs:

- Persona C30 single-sided card printer
- USB digital camera
- Persona Build-a-BadgeT software, now available in English, Spanish, Portuguese, Italian, French and German
- Full-color ribbon cartridge
- 100 blank PVC cards
- USB cable
- 3-pack of cleaning rollers

"The Persona C30 Photo ID System produces high quality cards without the complexity, installation and maintenance of more advanced card identity systems," said Steve Blake, Fargo's director of product marketing for secure systems. "Complete set up takes just a few minutes, and the reliable performance of the Persona C30 means it runs virtually maintenance-free."

### **Pricing:**

With a Manufacturer's Suggested Retail Price of \$2495, the C30 is an affordable entry-level printer.

### **About Fargo**

Founded in 1974, Fargo Electronics is a global leader in the development of secure technologies for identity card issuance systems, including secure card printer/encoders, materials and software. The company has sold more than 120,000 systems in the U.S. and over 80 other countries worldwide. Fargo card issuance systems reduce vulnerabilities and potential for loss of time, money and lives by continually improving the security of identity credentials.

Fargo provides physical, information and transaction security for a wide variety of applications and industries, including government, corporate, national IDs, drivers' licenses, universities, schools and membership. Fargo is part of HID Global, a leading supplier and manufacturer in the access control industry, serving customers worldwide with proximity and contactless smart card technologies; central station managed access controllers; secure and custom card solutions; photo ID and ID application control software; and electronic cylinders. HID Global is a member of ASSA ABLOY Global Technologies Division. Based in Minneapolis, Minnesota, USA, Fargo markets its products through a global distribution network of professional security integrators. For more information about Fargo, visit [www.fargo.com](http://www.fargo.com).