



## **Press Release**

### **DISO Group Wins Major Contract in United Arab Emirates**

**Dubai, U.A.E. / Stuttgart, Germany, August 20, 2010 – Digital Identification Solutions Group (DISO), a leading international ID solutions provider, through its UAE distributor, Emirates Photo Marketing (EPM), has been awarded a major contract worth more than a 7-digit Euro amount for the supply of personalization systems and consumables to the Abu Dhabi Federal Government.**

While DISO has been one of the leading providers of ID personalization hardware and cardware for the Abu Dhabi Police Head Quarters over the past 5 years, this order is another significant milestone for the company. V. Gopalakrishnan, DISO's Regional General Manager for the AMECA (Africa, Middle-East & Central Asia) Region, based in Dubai, comments: "Abu Dhabi Police Head Quarters, who is completely satisfied by the service and support provided by DISO and EPM, has decided to implement the use of *EDIssecure*<sup>®</sup> hardware and cardware throughout the country - including the Emirate of Dubai - for the issuance of Drivers' License and Vehicle Registration Cards. Even though the client had other options from competing companies, the outstanding reliability and performance of the *EDIssecure*<sup>®</sup> X1D Retransfer Printers and Laminators under highly demanding throughput - as well as extreme environmental conditions - were contributing factors in the decision being made in our favor."

Gerd Schaefer, CEO of the DISO Group, says: "We consider this significant order as another testimony to our long enduring efforts to support the region from our fully equipped service, support and logistic operations in the Dubai Airport Free Zone. It shows that our previous investments continue to pay us back big time."

DISO considers the AMECA Region, with its vast potential not only in the Middle-East, but also in Africa and the Indian sub-continent, as one of the most important emerging markets for the company.

"AMECA continues to be one of our top-performing regions for DISO worldwide. It shows that our portfolio of personalization solutions, including Arabic software as well as an extremely scalable and reliable range of hardware and cardware products, is very well accepted in these fast growing markets. This unique portfolio in combination with the strong leadership of the DISO team in the Dubai operations, top performing partners like EPM, and the growing demand

for performing and affordable solutions will create another attractive revenue and earnings potential for the group in the forthcoming future,” Schaefer adds.

#### **About Digital Identification Solutions**

The Digital Identification Solutions Group is a global provider of advanced identification solutions with a worldwide installed base of more than 11,000 systems. In October 2009 the Group introduced to the world market the latest *EDIssecure*<sup>®</sup> X1D Retransfer Printer generations for distinct Business Line segments as well as a much enhanced Professional Line Portfolio in combination with new Inline Lamination Modules. The Professional Line Portfolio will support multiple new modules in the forthcoming future, as well as the revolutionary LCP 9000 Laser Color Personalization System, which had been pre-announced already earlier. The company has own sales-, marketing-, logistic- and support centers in Germany, the United Arab Emirates, Singapore, China, the United States and Mexico. Together with its vast network of certified partners, Digital Identification Solutions is in a position to deliver state-of-the-art solutions virtually anywhere in the world. The company combines cutting-edge technology, extensive industry know-how and an impressive array of references in the private and public sector.

For further information please visit [www.digital-identification.com](http://www.digital-identification.com)

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