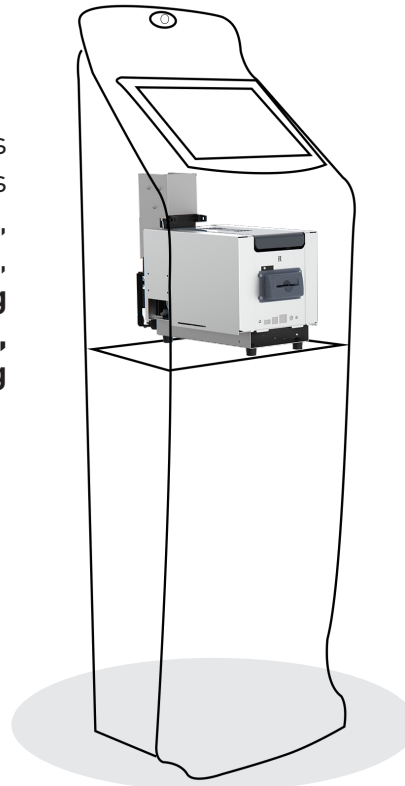




WHICH CARD PRINTER MODULE FOR
SELF-SERVICE KIOSKS?

The demand for **self-service kiosks** has been rising over the past few years. Kiosks are used by many sectors - education, finance, governments and municipalities, healthcare, retail, hospitality and leisure - **to meet growing consumer needs and expectations for instant, on-the-spot services, while also reducing operating and personnel costs.**



The kiosks can also be configured to print plastic cards and to include a wider menu of services for users. The potential is enormous: payment cards, student cards, visitor badges, ski lift cards and even gift cards.



The card creation modules offer a wide range of graphic and electronic personalization options using magnetic stripes, chips and contactless chips. The card modules are generally produced by a specialist in plastic card printing systems and then incorporated into the kiosks as an add-on by the kiosk manufacturers or system integrator.

NOTE

A call for tender for a self-service kiosk should contain a clear, brief and detailed analysis of the anticipated benefits for the client and the objectives for the business.

These objectives, will in turn, determine the functions and features required in the self-service kiosk.

FOCUS ON THE CLIENT WHEN MAKING YOUR CHOICE

The end client's objectives will vary. They may want to improve management of customer traffic flows and peaks, or provide a service outside of normal business hours, when staff is not available (e.g., late arrivals at a hotel or replacing lost bank cards), or offer a personalized option (e.g., customized card design).

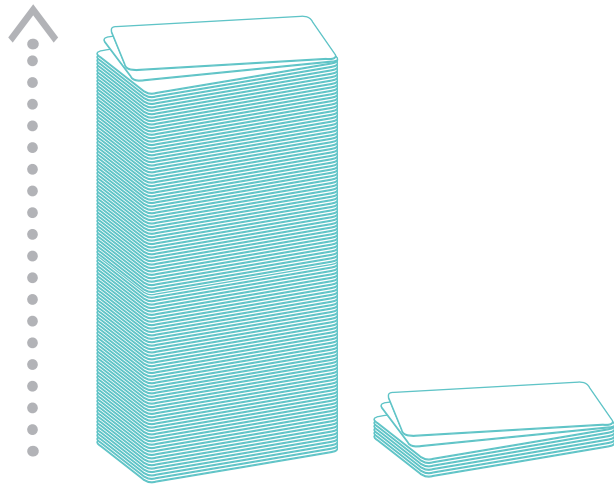
These objectives will determine the most important criteria when selecting the card printer module.

Card types

The first step is to choose the type of card and customization most appropriate:

- **Encoded and personalized cards** with a personal ID, the name and possibly a photo for tighter security (bank cards, student cards or gift cards)
- **Cards with custom graphics without encoding** (student cards, loyalty cards, souvenir cards, membership cards, etc.)
- **Encoded cards with no custom graphics** (visitor's badges, hotel key cards, etc.)

The card type determines the choice of a card personalization module according to its encoding capacity and range of related consumables (monochrome or color ribbons and their print capacity). The goal is to optimize the cost per card.



Autonomy

The daily card volume should also be considered.

A kiosk must have sufficient autonomy to fit into the maintenance and recharging schedule for cards and print ribbons. The greater the autonomy, the longer the time between recharging and maintenance by staff and the lower the operating costs.

The card capacity of the modules available today varies from one to several thousand cards. For maximum autonomy and maintenance efficiency, the print ribbon capacity should be within the same range.

Number of card designs

Some banks or businesses use different card designs to distinguish between service levels.

The cards utilized for "gold" and "standard" customers will differ. To reduce the unit cost per card, it may be advantageous to use pre-printed cards and then customize the card holder's information with monochrome printing. **A card printer module with a number of designs works best if you personalize the cards and let the customers have several options to choose from.** In this case, the number of card templates available would dictate the number of designs needed.



CHOOSE A MODULE THAT INTEGRATES EASILY INTO THE TERMINAL

The integrator will operate based on the kiosk and **card printer module technical specifications**, and on the **manufacturer's ability to provide support for the project**.

Factors that determine the final selection:

Terminal size and design

The end client's constraints, such as available space, aesthetics, kiosk location, etc. can tip shift the balance towards certain printer modules. **The functionalities of a kiosk may require incorporating other components into the kiosk**, including a screen, keyboard, ticket printer or a webcam, to name a few. Therefore, the space available for the card printer module may be reduced.

The choice of a compact module with one card charger may involve a compromise when it comes to choosing autonomy and the number of card templates that can be produced.

“ Due to the rapidly increasing number of students, we had to find a more optimal solution for the issuance of the student cards. Lack of space and personnel in the student offices led to the idea of self-service kiosks. We also wanted an innovative solution that not only replaced the old card, but offered new functions to the students. ”

Dr Tamas Molnar, head of the campuscard project, universities of Berlin, Germany





Need for a card insert and exit slot

A card can be inserted manually in the slot (bezel) to check and/or update the data on the card, and then withdrawn if the customer has taken too much time at the kiosk or if the card is no longer valid or has expired. This function is particularly useful for banks.

ILLUMINATED BEZEL
(OPTIONAL FOR THE KC RANGE)



- With its LEDs, **Evolis's illuminated bezel provides a visual alert to the user** of a card entry or exit.
- Its **optional anti-insertion system prevents the insertion of cards**, ensuring that the bezel only performs its function as a card output.

Smooth software integration

Kiosk projects involve developing a tailor-made interface between the end client's IT system and the kiosk's functions. Integrators will save time and money on the **software integration component by selecting a manufacturer that also offers a free, comprehensive and easy-to-use software development kit (SDK)**.



Manufacturer's ability to deliver tailor-made solutions

Try to work with card printer module manufacturers that have a proven track record of **providing solid project back-up and developing any specific functions and features that may be called for**.

Many times manufacturers' standard products will not conform to specific constraints. This may happen with a project to upgrade existing client kiosks with incorporation of a card printer module, or in the instance of a new project. Examples include adapting the card exit slot, the connectivity, the number and dimensions of chargers, the reject box for defective cards or the software.

The manufacturer's ability to upgrade with current and future developments - drawing on its network of technicians and a local support team - is crucial to establishing a relationship of trust with the integrator.



Choose a manufacturer with an established reputation that offers tailor-made solutions and the resources to provide support to the customer for their self-service kiosk project.

CONCLUSION

An in-depth understanding of the customer's needs and a detailed analysis of current card printer modules are essential for the integrator to put together an effective bid.

Thoughtful consideration of the meaningful criteria addressed in this article will optimize the integrator's time and budget.

- ✓ Type of personalization requested (graphic and/or electronic)
- ✓ Autonomy
- ✓ Number of card templates to issue
- ✓ Size of the card module
- ✓ Need for a card input slot
- ✓ Simplicity of software integration
- ✓ Manufacturer's ability to provide project support and develop tailor-made solutions



“ We see a strong demand for self-service terminals from event organizers because it allows them to reduce costs and better serve their customers. ”

Laurent Ruchaud, Head of Operations,
LENI EVENT MANAGEMENT, France

EVOLIS ACCOMPANIES YOU

Evolis provides a comprehensive range of card personalization services for self-service kiosks; from very compact and affordable models to a large-capacity model with several card chargers.

Our teams work closely with system integrators and kiosk manufacturers to integrate Evolis card printing modules in all kiosk types. We have an established presence in the self-service kiosk segment with a varied client base and broad market reach.

Simplified hardware and software integration

Our systems are structured to integrate seamlessly in all kiosk configurations. The latest-generation of Evolis Premium SDK (Software Development Kit) optimizes integration and communication with your IT systems.

At your side, for all your projects.

Evolis is the **world leader in decentralized printing** of personalized cards. This expertise is seen in **our project team**, which offers:

- **Support throughout all phases of your project** from a dedicated project manager and team
- **Precise needs analysis** in order to take all your specific requirements into account
- The **capacity to develop customized solutions in record time** using an on-site, flexible, and high-performance industrial tools
- **Skill transfer from our teams to yours** and **available technical support** from our various centers of expertise

