

Card\_Lab  
POWERED CARD  
TECHNOLOGIES



COULD YOU ADD A  
**SMILE?**

**POWERED GIFT CARDS**  
BRIGHTEN YOUR CUSTOMER APPEAL



## POWERED GIFT CARDS

For many years, gift card issuers and manufacturers have worked within the same specifications and design limitations established for bankcards by Visa and MasterCard over 40 years ago.

However, over the last years as gift card issuers have looked for more ways to differentiate their products, traditional design limitations have been all forgotten. Today, leading gift card issuers expect to push the innovation envelope a little further each season to gain or retain market share.

Gift card retailers tell us they want new products. In every meeting we hear they are looking for innovative products that are compatible with magstripe infrastructure.

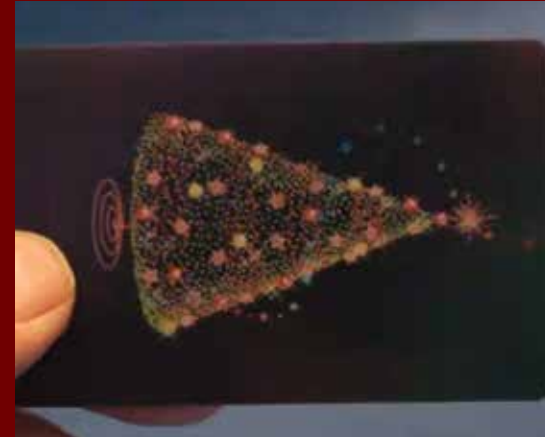
We have listened, and are proud to announce the release of next generation line of powered gift cards with magnetic stripes featuring miniaturized electronics and powered by thin- ion lithium polymer batteries.

These new powered magnetic stripe cards have been developed especially for gift card issuers who want cards that support a magnetic stripe and can be personalized using standard equipment.

The cards are in addition very suitable for branded events as special entrance or membership cards that eventually can become collectors items due to their unique appearance. For organizations the advantage is also reduction in creating false entrance tickets and membership cards as special manufacturing skills are needed to set up the light pattern.

So beyond being a unique branding opportunity the cards are also unique in a wayso fraud and copying is virtually impossible - saving organizations from a significant amount of lost revenue.

## POWERED GIFT CARDS KEYPOINTS

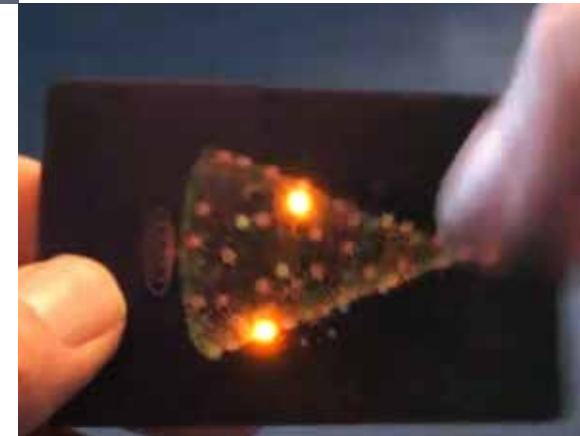


### **BUILT-IN BATTERY AND BRIGHT LED LIGHTS.**

A powered gift or loyalty card looks exactly like any other plastic card.

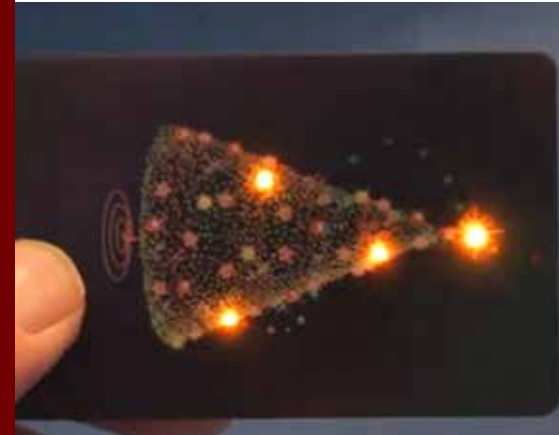
### **CUSTOMIZABLE TO MATCH ANY GIFT GIVING OCCASION**

Simply tap the card with your finger...



### **CAN BE USED IN ALL COMMON PAYMENT TERMINALS.**

And enjoy the twinkling lights brightening your message.





## POWERED GIFT CARDS EXAMPLES



### 3 LED CARD

This card features the patented Snap-Switch. Snapping your finger on the card activates 1-3 pro-programmable LED lights.

LEDs can be activated in a wide variety of ways including: general decoration; logical functions; serialized; randomized; etc. Basically, if you can describe the function of 1-3 LEDs, we can probably program it!



### 3 LED ROULETTE CARD

Snap the card with your finger to reveal randomized answers to life's most important questions. The Roulette Card features 3 LEDs located on the front left edge of the card face.

LEDs can be programmed in a wide variety of ways. Some applications could include: Truth or Dare • Hot or Not • Naughty or Nice Honey-Do list



### WAVECARD

Especially intended for kids and the young at heart. The WaveCard has branding power to spare. Snap the card to initialize it. Then wave it back and forth in front of you with a steady rhythm to reveal a secret message. Words, symbols, numbers, even scrolling text can be programmed into the WaveCard.

Some suggested applications:  
Magic answers to questions • Valentines Day messages • Celebratory/  
Congratulatory messages • Video game launches / branding...



## POWERED GIFT CARDS PRODUCT DETAILS

### FEATURES

These new products share a common platform that allows you to customize the card's core functionality. It also ensures a quick and reliable way to economically introduce new electronic innovations.

Each card has the following common features:

- 1-7 Brilliant LEDs
- Powered by thin- 1m lithium batteries
- Programmable Microcontroller
- SnapSwitch Activation
- Compatible with 2-Track Magstripes
- Compatible with standard personalization equipment.
- Durable Robust Construction

All cards support standard two or three track HiCo or LoCo magnetic stripes and can be personalized and a xed without modification to existing equipment.

### PRINTING OPTIONS

**Finish:**

Currently all powered cards are being delivered with a satin finish.

**Litho:**

They can be printed using traditional litho printing processes with a satin finish overlay.

**Metronix:**

In addition, CadLab is offering Metronix surface printing. The advantage printing is exhibility. Order your powered cards blank-white and with Mextronix printing you can decide later which graphics you want. Small runs or large, you decide based on which cards sell out first!

### PERSONALIZATION

**Magnetic Stripes:**

Powered cards from CardLab are made with industry standard 2 or 3 Track, HiCo or LoCo magnetic stripes based on customer requirements.

There is nothing special that needs to be done to personalize these unique card products – that's what sets them apart from other powered gift cards that have been issued.

**Thermal Printing and DOD:**

CardLab powered cards were developed speci cally for thermal printing and DOD personalization.

**Embossing:**

Not offered with existing products. (Possible with custom design basis.)



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