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Cover Story:
idScan

Powered by ScanShell

Card Scanning Solutions

pg 50



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IDScan Your Customers' Information Quickly, Accurately

by Sandi Jerome

How do you get your sales associates to enter their customers' information into your CRM program? For many of you that's the million dollar question. If you had a way to make them enter customers' information then you'd be able to monitor prospects and follow-up on unsold ups – and hopefully improve your closing ratio.

into the fields of a powerful data base application. IDScan is integratable software that can be used to sync the ID information with CRM and DMS providers such as ACS, Cowboy, CRS, NetTrack, and more. IDScan Pro is capable of opening a form on an Internet browser and automatically populates that form with the ID information just scanned. The form is then submitted as a new lead to the third-party, online-based CRM system.

ALL IDScan products are now capable of reading both front OCR of all US states and some Canadian provinces. It also reads the 2D PDF417 bar code of state that carry bar code on the back of the license card.

How it works

IDScan incorporates the latest OCR technology in image processing and field identification to read and identify the information on the driver license/ID card(s). The IDScan



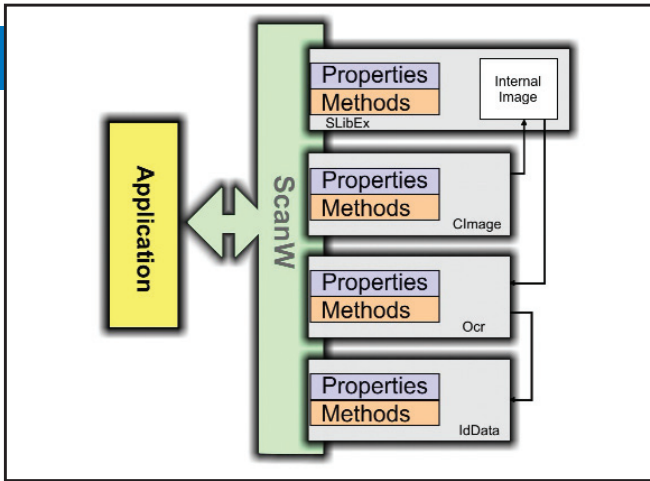
The first thing that you must require is that all customers have their driver license scanned before a test drive. For most of you, it's an insurance requirement that you make a copy of the driver license. Why run back to the photocopier when you could kill two birds with one stone by placing a scanner at the receptionist desk or next to your key machine?

I recently played with a great driver license card scanning system – IDScan Pro, from Card Scanning Solutions – while I was reviewing a DMS system, ACS, for April's issue. ACS showed me its new driver license card reading system and I wanted to learn more about this third-party developer. IDScan actually has three products: IDScan Pro, IDScan Kiosk, and IDScan SDK. IDScan Pro is an easy-to-use Driver License Card reading system. The IDScan Pro has all of the functionality of IDScan Kiosk and it comes with a powerful data base application for collecting, organizing, classifying and exporting the collected data.

This system eliminates the need to use magnetic strip or expensive bar code readers for the purpose of collecting driver license information of any state. With one quick color scan, you get both a picture of the driver license and the text information propagated

The Company

Card Scanning Solutions, headquartered in Las Vegas, was established in 1999 to distribute international solutions for scanning and reading cards. Inquiries into the its solutions' ability to scan and read ID and medical cards led the company to assembling engineer experts in image processing and OCR applications, from which they developed IDScan, MedicScan and ScanShell, which now cover the company's main product activities. The real difficulty in OCR technology is to provide image processing to the level of cleaning the image to be ready for high quality OCR reading. Many companies have attempted to read driver licenses through OCR technology. No company other than Card Scanning Solutions has managed to achieve high enough accuracy to produce a deliverable ID reading product with OCR technology. IDScan accuracy ranges between 95-99.9 percent – most states require 98 percent and above – which is an amazing accuracy in these fields, especially for very difficult card such as ID cards which are full of images, stamps, holograms and colorful backgrounds.



The ScanW.D11 library consists of, top to bottom, the SlibX scanner library, Cimage image manipulation library, OCR general purpose Optical Character Recognition engine and IdData, the driver license and ID data parser that converts the OCR data to actual data fields.

application has an OCR system that is pre-trained to recognize and interpret a wide variety of font types on ID cards. After the OCR begins reading the text information, the application uses its intelligent engine to correctly place the text data into the appropriate fields, such as: ID Number, Name, Address, Issue Date, Expiration Date and Date of Birth.

IDScan is the only driver license and ID reader that can read driver licenses from all US states. Since it does not depend on the bar code or magnetic strip, it even can read cards from states that are not electronically encoded or can not be read by any other device. IDScan is the only system that will read licenses from such states as North Carolina, Georgia, New Jersey, Missouri and many others. In addition to the front OCR reading, IDScan now can read the actual PDF417 2D bar code that some states have on their ID cards. This is done with the *same* card scanner and the same software and enables the user to choose between the two technologies or even use both! IDScan's cost is only a fraction of a 2D barcode reader. IDScan is the only driver license reader that provides an actual color image of the ID card in addition to the regular text data that was read from the card. In addition to this powerful feature, IDScan takes the extra step and separates the images for the face and signatures from the scanned ID card into small separate images, allowing the user or developer to keep a picture of the individual for identification purpose and compare a new signature to the one on the ID card – no need to photocopy for your insurance company!

You can capture a license image into seven different file formats - BMP, JPG, TIFF, PCX, PNG, PSD, and TGA. Automatic scanning of the card occurs as soon as you place it into the scanner. The OCR extracts the appropriate information from the scanned image and places that information into the correct fields.

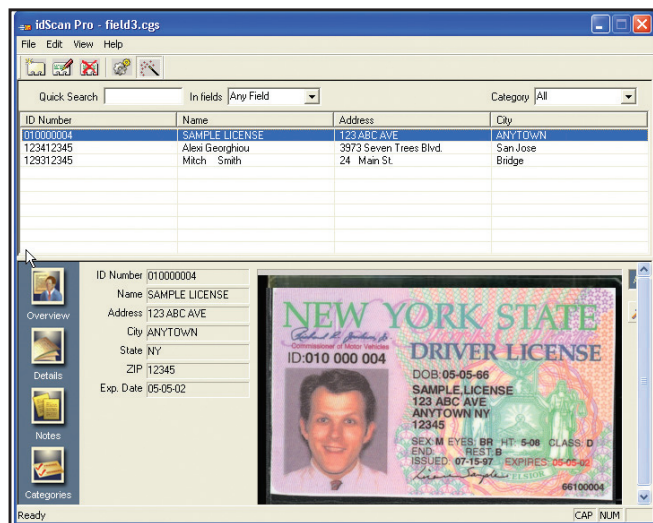
The technical stuff – IDScan SDK

For developers, The IDScan Software Developers Kit (SDK) provides programmatic access to the scanner activity and driver license reader capabilities. Using the SDK, you can control the ScanShell 800 scanner, detect card insertion to the scanner, acquire card images, process them one at a time or in batch, and retrieve the results sorted into fields like name, ID number, social security number, address, DOB, issue date, city, state, and zip code. The SDK can serve to develop applications such as:

- Scan driver license directly into kiosks
- Scan cards directly into sales automation or contact management applications.
- Scan card and documents to capture bar codes or other information.

On a technical level, ScanW.Dll library is a wrapper COM object that eases the integration between VC++ source libraries and VB code. The library includes four sub libraries:

- **SlibEx** – Controls the scanner activity and contains the last scanned image in an internal memory. This library controls the scanning settings such as scan size, color scheme and resolution. The scanned image is loaded to an internal memory and can be saved to an external file in a bitmap format.
- **OCR** -- (In OCR version only). Extract the textual data from the internal image.
- **ID Data** --(In the ID version only).Parse and refine the textual data extracted by the OCR or from reading a PDF417 bar code. The data is kept in



The scanned image is loaded to an internal memory and can be saved to an external file in bitmap format. It can be integrated with CRM and DMS tools.

COVER STORY CONTINUED

internal variables ready to be exported to the application.

- **Cimage** – Use for internal image manipulation such as rotation, color scheme modification, dpi modification and image export to a file in various formats. This library can also be used for external image files manipulation. Each sub library can function as individual library regardless to the other libraries.

IDScan Kiosk

ID Scan Kiosk is an integration module for developers, which makes it very easy to incorporate the

The Players



Danny Hatzav, President and CEO

Hatzav founded Card Scanning Solutions in 1999. Under his direction, the company has become the leading provider of driver license card scanning software and hardware solutions. Hatzav has worked in the sales field for 10 years before starting CSSN as a senior executive manager in the sales force of Agilent Technologies, Israel.



Giyora Sharaby, CTO and Manager, R&D

Sharaby co-founded CSSN with the Hatzav brothers. He is responsible for defining and executing the company's technical vision and managing the software development effort which includes quality assurance and product management. He is the technical innovation behind the award-winning IDScan family of products. He has more than 15 years of high-technology experience, particularly in designing and developing innovative software for the Windows environment.



Iuval Hatzav, Vice President, Sales

Hatzav manages direct, indirect and channel sales worldwide, the company's customer base, and CSSN's expanding product line. His experience in R&D as a senior hardware team leader for Sony Electronics prior to founding CSSN was key factor in the company's ability to convert business opportunities into comprehensive and fruitful solutions for the ID scan market.



Alexi Georghiou, Vice President, Operations

Georghiou joined CSSN in 2001 and manages company logistics for order fulfillments, partnering with provider companies and overlooking customer support infrastructure. He has a computer engineering background and was involved in numerous innovative electronic product developments in the field of chiropractics.



IDScan is the only driver license reader that provides actual color images of the ID card, as well as all card text data.

IDScan technology into third-party applications. The Kiosk can run in the background and be controlled by other applications, making it completely transparent to the end user. For every scan, the Kiosk will make four files on the target hard drive:

- A full ID image
- Face image containing a passport-like picture of the individual from the card
- A signature image with a small image of the signature only.
- Comma delimited text file with the ID information.

The third-party application will simply grab the four files directly to its own database application.

I think that using IDScan will increase productivity and reduces human error through the archiving process. The bus-powered USB device is powerful yet simple to use and in conjunction with its versatility makes IDScan's benefits numerous and immediate. In simple terms, it's fast, easy to use, and a much better way to get your customers' information into your CRM or DMS database than depending on someone entering the information. How do you get it? Hopefully you're using one of the CRM or DMS companies that have integrated IDScan – if not; you might want to tell them about this wonderful add-on product.

For more information, contact Iuval Hatzav, Vice President, Sales, at 650-888-1567 or info@id-scan.com or visit www.card-scanner.com.