



Academy Photography

Customer case study

TECHNOLOGY/PRODUCTS

- Fargo® Persona® card printers
- Fargo® HDP 600 High Definition Card Printer/Encoder

TOP REASONS WHY ACADEMY PHOTOGRAPHY CHOSE FARGO PRINTERS

- High quality cards in keeping with Academy's image
- Low waste to save money
- Speed of printing to meet customer requirements
- Ability to print and encode smart cards in future applications

"ID cards enable schools to analyze usage and improve efficiency, as well as keep track of students for better education outcomes."

Noel Cordell
Card Bureau Manager
Academy Photography

Australian school photo business uses Fargo® printers for variety of ID card products

The Challenge

School administrators have a variety of needs when it comes to their ID card programs. For some, simple security is the most important function and they use ID cards for visual identification of students, staff and visitors. Others need more sophisticated support, including access to dorms, facilities and equipment. Still others use photo ID systems to automate and combine several school operations, giving students the ability to check out library books or equipment, gain access to student activities, use school computers or simplify registration. Schools that provide ID cards with debit functions also enable students to use their photo ID cards for vending machine, laundry and cafeteria payments.

Academy Photography, which was the first Australian school photo business to go completely digital, has been in business since 1988, providing educational institutions with student and faculty ID cards, in addition to school photos, for more than 15 years. Today, it provides ID cards for more than 200 schools.

Tracking student movements in and out of school is the most important function requested by customers of Academy Photography. "ID cards enable schools to analyze usage and improve efficiency, as well as keep track of students for better education outcomes," said Noel Cordell, Card Bureau Manager. This helps to reduce truancy. Schools also use ID cards to pay for concession fares on public transport, to pay for photocopies, to borrow books and to verify arrival at school.

Solution Found

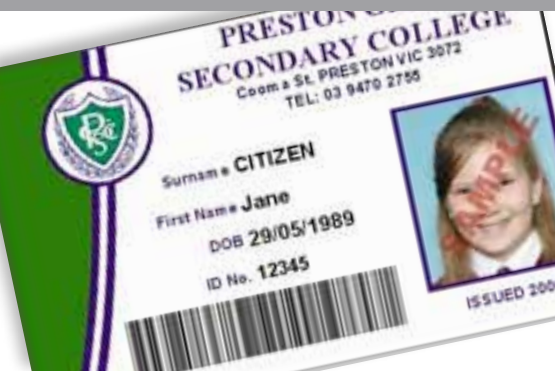
Academy Photography provides a card bureau, a small office with three work stations and a dedicated staff who operate three Fargo Persona® card printers and one Fargo HDP600 High Definition Card Printer/Encoder. The HDP600 features reverse image technology in which the printer prints images directly onto special film that is then fused onto the surface of a blank card through heat and pressure.

Cordell was instrumental in selecting the current Fargo equipment, although Academy had been using Fargo printers for years, long before his arrival in 2005. "The features most important to us were high quality prints, low waste and fast printing," he said. "The HDP600 also offers us the ability to print and encode smart cards in the future."

While most of Academy's clients currently use either barcodes or magnetic stripe technology, the company chose the HDP600 to be ready for future requests. Fargo developed High Definition Printing to go hand in hand with the growth of technology-rich smart cards. Often, the embedded electronics in these high-security cards cause irregularities on the card's surface, making them difficult to print. Because the printhead of the HDP600 does not print directly onto the card surface, image quality is unaffected by a card's surface irregularities.

ID cards not only provide convenience and security for students and faculty, but they also save time for office staff who input attendance details and process roll calls. Academy provides images formatted on a CD ROM as well as in hard copy reports for school records. These reports provide information in instant real-time, and they are tailored to each school's desired manner of capturing and reporting attendance.





Results

Academy Photography provides a variety of options for its clients. "Sometimes the school buys the cards, sometimes the students do, and other times we provide them for free," said Cordell. Free ID cards? "We provide ID cards free to many schools as a value addition to our primary product, school photos," he added. Often, Academy's student and faculty photos can be used for the cards, thus requiring only one photo session and saving the school resources. Because cards are produced in Academy's printing laboratory, schools receive replacement cards quickly and economically.

"ID cards allow users the convenience of remote identity verification," said Cordell. Student and faculty enjoy the benefits of ID cards produced by Academy.

"The introduction of the HDP600 gave Academy the option of producing cards with superior quality over those of its competitors," said Reuben Bou-Samra, Business Development Manager, Briell Marketing Pty Ltd., the company that sold the Fargo® printers to Academy. "Times are changing, and schools are demanding only the best. The HDP600 certainly offers Academy a competitive edge."

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*Reuben Bou-Samra
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