

ID TECH Success Story

Product: MiniMag II

Market: Government Sector – Police Department

Customer: Cypress PD

Business Challenge:

To provide a quick, reliable and accurate way for Cypress (California) Police Department officers to identify individuals they encountered during traffic stops and other incidents.

Background

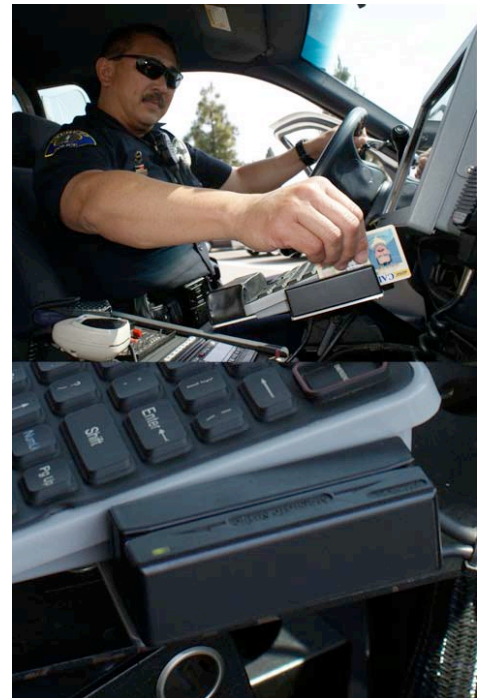
Cypress Police Department needed a more efficient way to check backgrounds and criminal records from the field. Officers were using their radios to transmit driver's license information to a dispatcher, or entered it into the in-car computer, which required them to direct their attention away from the people they had stopped. The information was then checked against regional and federal databases to verify identification, validate the license and see if the person had any outstanding warrants. This multi-step process was not only time consuming, it impacted officer safety. Plus, it was prone to human error as information was verbally relayed or quickly keyed into the system. California driver's licenses and identity cards have magnetic stripes on the back. By adding ID TECH's MiniMag II magnetic swipe reader to the existing in-car computer, officers can now automatically verify individuals' identifications and possible criminal backgrounds without having to use the radio or a keyboard.

The Solution

Sgt. Tom Bruce, administrative sergeant for Cypress Police Department was the project manager working with the department's software vendor to upgrade in-car systems. They gave him a lead on card readers, which led him to ID TECH's MiniMag II solution. ID TECH's corporate location in Cypress made the decision to go with the MiniMag II that much easier.

Sgt. Bruce found the MiniMag's size and configuration capabilities were perfect for the needs of the Cypress Police Department. The card reader's small footprint allowed it to be easily integrated into the existing platform – and within easy reach of the officers. But the biggest benefit of adding the MiniMag to the existing platform was that the total transaction time to verify an individual's information was cut by approximately 75 percent (from about 50 seconds to 12 seconds in non-controlled field testing).

With MiniMag II as part of their crime-fighting tools, officers are able to keep an eye on individuals they stop and have greatly reduced the time to confirm identification and any outstanding criminal wants or warrants. The department ordered card readers to outfit their entire police fleet, as well as replacement units. With an operating reliability of up to one million cycles (swipes), the replacement MiniMag II units are still in their original shipping boxes after four years.



A Cypress (Calif.) Police Department officer uses ID TECH's MiniMag II swipe reader to automatically validate a driver's identity.

"We haven't had one unit fail," said Sgt. Tom Bruce, Cypress Police Department. "ID TECH's readers may be the most reliable part in our cars."



**ID TECH and Cypress PD
– Digital Crime Fighters**

Swiping Drunk Drivers Off The Street

In addition to the department's patrol vehicles, the MiniMag II is also used with ruggedized laptops at DUI checkpoints that the city sets up periodically. At one recent checkpoint, more than 1,400 vehicles went through the checkpoint and each of the drivers' information was swiped into the system.

"If we had to do this the old way, there's no way we could have checked that many vehicles. The traffic backup would have been too much," said Sgt. Bruce. But with the ability to quickly swipe licenses for each driver, the operation went very smoothly with minimal effect on overall traffic and individuals who went through the checkpoint. Well, minimal effect on *most* who went through the checkpoint. During the evening operation, 60 infractions were discovered, ranging from invalid or suspended licenses (50-plus) to outstanding warrants, which resulted in 23 tickets and 17 impounded vehicles. Most importantly, two drunk drivers were taken off the road that night. The speed with which the operation ran helped the officers find those two drunk drivers and make their city that much safer.

MiniMag II in Brief

Full Functionality and Compact Size

The MiniMag II Intelligent Reader delivers exceptional performance in an intelligently designed housing. It can read up to three tracks of magnetic stripe card data regardless of swiping direction or speed, which increases usability. MiniMag's compact footprint is ideal for POS, security, loyalty, and other applications where space is limited.

For more information, contact marketing@idtechproducts.com or call (800)984-1010.



About ID TECH

Founded in 1991, ID TECH employs more than 100 people at locations in California, Taiwan, and China. The company has built a reputation for technical excellence through research and design engineering. Building dependable, feature-rich products has made ID TECH a leading supplier of magnetic stripe, smart card, contactless card, and bar code reader products for OEMs, VARs, resellers, distributors, and major end users. ID TECH provides both standard and custom solutions to support customer requirements. ID TECH products are sold worldwide through direct sales, distributors, product representatives, and agents. Find more information about ID TECH online at <http://www.idtechproducts.com> or call (800)984-1010.