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ID TECH Increases Sales Presence In South-East Asia And The Middle East

Global Card-Reader Product Manufacturer Hires Veteran To Focus Solely On Growing Business In Growing Markets

CYPRESS, CALIF. (March 02, 2009) - ID TECH, the most trusted global manufacturer of standard- and custom-configuration card readers, OEM components and POS peripherals today announced it has hired tech-industry veteran Reza Alam to expand the company's regionally dedicated sales reach to South-East Asia and the Middle East.

Alam, who joined ID TECH on Jan. 5, 2009, brings years of tech-industry experience and an in-depth market knowledge that will help ID TECH build its number of customers and sales volume in the region. A native of Bangladesh, he has experience working with key players in these markets, which will help to ramp up the company's presence and sales momentum.

'South-East Asia and the Middle East are important technology markets, and have been on our expansion plans for some time,' said Stanley Ning, ID TECH's president. 'ID TECH is fortunate to have Reza on our team to provide a dedicated sales attention to our customers in these markets.'

Recently, ID TECH has invested in growing its sales presence and manufacturing capabilities in Asia-Pacific and surrounding regions. In 2008 it opened a sales office and a new factory in Taiwan as well as brought on executive leadership solely focused on Asia. Alam is the latest addition to this. He will report to Roberto Palumbo, ID TECH's vice president of sales.

About ID TECH

ID TECH is a privately held company with sales, manufacturing and research facilities around the world. The company has a well-established reputation for technical excellence through research and engineering design. Designing dependable, feature-rich products has made ID TECH a leading supplier of magstripe and smart card readers, barcode readers, keyboards, PCI-compliant PIN pads, and other specialty products for OEMs, VARs, resellers, distributors, and key end users. ID TECH provides both standard and custom solutions to support customer requirements. Find more about ID TECH and locate a sales and product representative at www.idtechproducts.com.

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