

ID TECH MiniMag Duo™ Is Magnanimously Magnificent In Either Direction Global Manufacturer Officially Launches Compact, Dual-Head Card Reader At NRF 2009

CYPRESS CALIF.(Jan. 7, 2009) -- ID TECH, the most trusted manufacturer of standard- and custom-configuration card readers and POS peripherals for the retail market will officially debut its newest product -- the compact MiniMag Duo™ dual-head swipe reader -- at the NRF 2009 Convention and Expo, January 12-13 at the Jacob K. Javits Center in New York City. (Booth No. 2923)

ID TECH's newest card-reader offering -- the MiniMag Duo™ -- will be unveiled at the show. The compact swipe reader can read up to three data tracks regardless of the direction the user orients the magnetic stripe on the card. When installed, the MiniMag Duo™ will help speed retail transactions and increase user convenience.

'The MiniMag Duo™ makes transactions easier for everyone involved with checkout lines', says Stanley Ning ID TECH's president and a 25 - year industry veteran. 'From the clerk behind the counter to people in a store line, everyone benefits. Our MiniMag Duo™ lets them focus on more pressing real-world concerns other than how they are orienting a payment card'.

MiniMag Duo Features

- MiniMag Duo™ has a small footprint
- Card read verification LED
- Audio beeper
- ID TECH's TriMag ASIC
- USB Keyboard and USB-HID interfaces
- Available JPOS & OPOS drivers
- Two-year warranty

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.