**FOR IMMEDIATE RELEASE**

IDentiphoto Provides Automated Identification System with Overt and Covert Security Features.

***City of Cleveland Department of Assessments and Licenses can now provide licenses and permits that are harder to duplicate.***

Willoughby, OH, IDentiphoto Company, LTD., the provider of choice for all things ID related, today announced the implementation of a new automated identification system provided to the City of Cleveland Department of Assessments and Licenses that allows them to provide hard plastic licenses and permits.  These new credentials contain both overt and covert security features to prevent fraudulent duplication.

On an annual basis, the City of Cleveland Division of Assessments and Licenses issues over twenty five thousand licenses and permits, comprised of one hundred and forty different types.  The process was both time consuming and produced an easily duplicated permit.  The new automated identification system will streamline the entire issuance process.  In addition, a card printer allows them to provide a finished credential, which incorporates both overt and covert security features to prevent licenses and permits from fraudulent duplication.

"We are excited to partner with the City of Cleveland Division of Assessments and Licenses on this project and to provide a system that is more secure.  To prevent counterfeiting, we have designed several security features into the card.  Some of these you can see with the naked eye, others you can not," said Geoffrey Urbanowski, Sales Manager.

In operation for 40 years, IDentiphoto is a Certified Female Business Enterprise, an authorized Fargo® repair facility that supports/repairs all Fargo® units and a proud member of Identification Systems Dealers Association (ISDA).  For more information visit www.IDentiphoto.biz.

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About IDentiphoto Company
IDentiphoto is a provider of standalone to enterprise-wide identity management systems, mobile tracking and verification solutions.  Our team of ID system experts can build custom software for your mobile applications/requirements as well as advise your team on the best ID card printer, ID system bundles, software, ID supplies, ID cards and badge holders for your needs.


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