

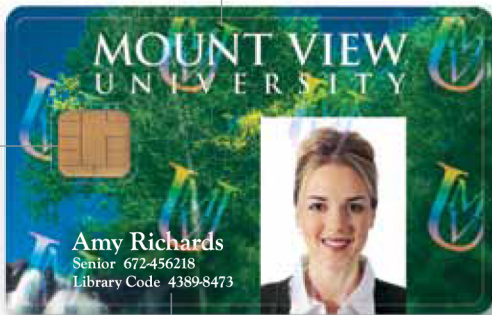
COLLEGE & UNIVERSITY

MOUNT VIEW UNIVERSITY: A highly regarded liberal arts university

Key Concerns: financial transactions, facility access, fraud prevention, brand enhancement

What better way to **reinforce its reputation** as one of the nation's most prestigious and scenic campuses than by choosing a custom holographic overlamine to go over a background photograph of its renowned Mount View Park.

A student's identity and tuition **account balance** — read via the card's smart chip — must be verified before they are allowed to register for each semester's classes.



Students' identification numbers are used to **authenticate the user** in legacy campus facilities that do not yet have advanced card-reading equipment.

Mount View University was able to offset some of their card printing costs through a **sponsored partnership** with FastBank. The card's magnetic stripe offers students and faculty access to FastBank self-service kiosks throughout campus.



MVU students and staff have convenient and **speedy access** to library and media center materials as well as recreational equipment — all thanks to a convenient scan of a 2D bar code.