


International BtB Advertising



HID

FOR LIFE.

150 million cardholders already trust HID.
Be secure with our LIFETIME WARRANTY
on cards and readers.

**From Wiegand to Proximity to iCLASS™
use the trusted brand!**

www.HIDCorp.com

An ASSA ABLOY Group company ASSA ABLOY



HID

信頼の関係

HIDは近接カードリーダーの最大メーカーとして
これまでフォーチュン500企業をはじめ、世界中のお客様に
1億5千万枚を超えるクレジットカードをお届けしてきました。
永久保証で大きな安心をお約束します。
125kba 近接カード技術から 13.56MHz iCLASS™ スマートカード技術まで、
信頼のあるブランドにお任せください。
SECURITY SHOW 2009 の特別賞状で賞状に選ばれました。

www.HIDCorp.com



HID

一生的信賴

已经有一亿五千万人把他们的生命安全交给HID，
用我们的卡片和读卡机产品，
提供您全生命的保障。

HID提供您从感应卡、磁卡到 iCLASS™ 的全系列门禁产品
选择最值得您信赖的品牌
www.HIDCorp.com

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HID

FÖR LIVET.

150 miljoner kortinnehavare litar redan på HID.
Känn dig säker med vår LIVSTIDSGARANTI
på kort och läsare.

**Från Wiegand och Proximity till iCLASS™
- lita på vårt varumärke!**

www.HIDCorp.com



HID

EIN LEBEN LANG

150 Millionen Kartenbesitzer vertrauen HID. Sichern
Sie sich LEBENSLANGE GARANTIE auf Karten und Leser.

**Von Wiegand über Proximity nach iCLASS™
Vertrauen Sie einer zuverlässigen
und innovativen Marke!**

www.HIDCorp.com

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HID

FOR LIFE.

전세계 1억 5천만 출입통제용 카드 사용자들이 신뢰하는 HID
HID의 LIFETIME WARRANTY와 함께하십시오!

위건드 타입에서 근접식 타입까지 iCLASS™
누구나 신뢰하는 최상의 브랜드 가치를 실현해드립니다.

www.HIDCorp.com

ASSA ABLOY Group company ASSA ABLOY

Business to Business Advertising



PROBLEM
Multi-site Card Administration got you down?




SOLUTION
Join the **FLEXENTERPRISE™ PROGRAM** - it's more secure, it's less hassle, and it's **FREE**.
Simplify your life - buy **INDALA**.


To ask about our Partner program or our new product brochure, call us at Electronic Development Sales, (+61) 02 9496 or e-mail info@edsales.com.au
www.edsales.com.au/security.htm



AN ASSA ABLCOY Group company




PROBLEM
Second shift used the last 6 cards. Now the CEO needs a new badge.



SOLUTION
FLEXPASS® EXPRESS
Indala's FlexPass Express program ensures card shipments in as little as **2 days**.
Keep your customers happy - buy **INDALA**.

*Available through all Indala Partners.

To ask about our Partner program or our new product brochure, call us at (800) 779-8663, (408) 361-4700 or e-mail indala-sales@indala.com.
www.indala.com



AN ASSA ABLCOY Group company More Info? See Service Card Circle Item 508 ASSA ABLCOY

PROBLEM
Are your cards as tough as your customers?



SOLUTION
FLEXISO™ XT
Our FlexISO XT composite card, with a **Lifetime Warranty**, may be the last card you'll ever need.
Keep your customers happy - buy **INDALA**.



1 PVC card body and electronics 2 strength layer heavily oriented polyester (PET) 3 clear PVC layer optimized for dye sublimation printing
fusion by heat and pressure

To ask about our Partner program or our new product brochure, call us at (800) 779-8663, (408) 361-4700 or e-mail indala-sales@indala.com.
www.indala.com



AN ASSA ABLCOY Group company Reader Service Card No. 234 ASSA ABLCOY

Business to Business Advertising Concepts



Tired of Surprises?

COPS Elite gives you the power to respond to changing conditions. New courier order management solution satisfies shipper demands with ease.

Shippers demand more every day. Suddenly real-time status updates, same-day POD's and electronic invoices are requirements for winning and keeping accounts.

It's a challenging game, but Datatrac has the winning gameplan. COPS Elite combines the order processing capabilities that have set the industry standard for over two decades with a sleek, new Windows design.

When you add the on-line connectivity of eTrac, and the real-time dispatch capabilities of Wireless eTrac, you've got an unbeatable team. One that even helps manage on-demand orders.

What's the bottom line? Datatrac delivers increased order processing efficiency plus real-time customer connections, in an easy-to-use Windows-based solution.

Now that's a tie in back to the headline!



Contact us today to schedule an online demonstration.

Datatrac
Delivering the New Standard.

www.datatrac.com/copselite
800.827.2677

LIMITED TIME OFFER

License COPS Elite by Dec. 15, 2004 and get 6 months of eTrac service FREE. Visit www.Datatrac.com/gameon today to learn more about our introductory offer.

Have Demanding Shippers Become a Beast of Burden?

Datatrac helps you tame the tiger.

Meet COPS Elite.

New courier order management solution satisfies customer demands with ease.

Shippers demand more every day. Suddenly real-time status updates, same-day POD's and electronic invoices are requirements for winning and keeping accounts.

With Datatrac you're ready to take control. COPS Elite combines order processing capabilities that have set the industry standard for over two decades with a sleek, new Windows design.

When you add the on-line connectivity of eTrac, and the real-time dispatch capabilities of Wireless eTrac, you've got an unbeatable act. One that even helps manage on-demand orders and offers GPS-based driver tracking.

Are you ready to eliminate the three-ring circus in your back office? With Datatrac it's simple. You'll enjoy increased order processing efficiency, plus real-time customer connections, in an easy-to-use Windows-based solution.



Contact us today to schedule an online demonstration.

LIMITED TIME OFFER!

License COPS Elite by December 15, 2004 and get 6 months of eTrac service FREE. Visit www.Datatrac.com/copselite today to learn more about our introductory offer.

Datatrac
[www.datatrac.com/copselite]

800.827.2677 | 200 Hannover Park Road, Suite 200 | Atlanta, GA 30350



Your competition won't know what hit them.

PRESENTING COPS ELITE.

New courier order management solution satisfies shipper demands with ease.

Every day customers become more demanding. Suddenly real-time status updates, same-day POD's and electronic invoices are requirements for winning and keeping accounts.

With Datatrac it's full speed ahead. COPS Elite combines order processing capabilities that have set the courier industry standard for over two decades with a sleek, new Windows design.

When you add the on-line connectivity of eTrac, and the real-time dispatch capabilities of Wireless eTrac, you've got an unbeatable combination. One that even helps manage on-demand orders and offers GPS-based driver tracking.

What's the bottom line? Datatrac delivers increased order processing efficiency, plus real-time customer connections, in an easy-to-use Windows based solution. And you quickly bypass the competition!



Contact us today to schedule an online demonstration.

Datatrac
Delivering the New Standard.

www.datatrac.com/copselite
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LIMITED TIME OFFER

License COPS Elite by Dec. 15, 2004 and get 6 months of eTrac service FREE. Visit www.Datatrac.com/copselite today to learn more about our introductory offer.

Business to Business Advertising



**DRIVE
your
BUSINESS**

Join the Greensboro Merchants Association
72% of GMA Members are Business-Business

- FREE training & development programs
- Networking events and leads groups
- Cooperative advertising discounts

Annual memberships start at \$200

If you want to **grow** your business, say **YES to GMA** and get involved. You will **reap the BENEFITS** of increased **profitability**. And you might even have a little **fun!**

For membership information:
 CALL **336.378.6350**
 VISIT www.ggma.com



WHERE BUSINESS AND RESOURCES JOIN TOGETHER

**TROUBLE
MAKING
CONNECTIONS?**



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77% of GMA Members are Business-Business

- FREE training & development programs
- Networking events and leads groups
- Cooperative advertising discounts

Annual memberships start at \$150

If you want to **grow** your business, say **YES to GMA** and get involved. You will **reap the BENEFITS** of increased **profitability**. And you might even have a little **fun!**

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Consumer Advertising

Is your racing career evolving?
Count on AiM Sports' family of auto racing products.



Fig. 01: MyChron 3 Automatic Data Logger

MyChron's Automotive gauges are an affordable and familiar way to add data acquisition to your auto racing program. Designed to work with multi-cylinder engines, they lead the pack with features like direct engine computer (ECU) connections, numerous sensor input channels, generous memory and high sampling rates.

Fig. 02: MXL Data Acquisition System

The ultimate data logger for any race car, the MXL eclipses systems by Stack, MoTec, and PI - yet costs thousands less. Consolidate your entire gauge panel into a single gauge display with the power to log dozens of channels direct from the engine computer (ECU).



Fig. 03: MyChron Light TG Lap Timer

Racing your daily driver? Checking out Arrive & Drive or DE programs? You'll need the flexibility of a compact, portable lap timer. Guaranteed to be the best lap timer you've ever owned, the TG's ease of use, powerful data management and stunning display will blow you away.



It's a jungle out there in racing.
Trust a familiar species - AiM Sports.



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Southeast: 1636 9th Street SE Suite B, Roanoke VA 24013 - TEL: 540.342.9680
TOLL FREE: 1.800.718.9090 - www.aimsports.com/auto
Visit AiM Sports at PRI in ORLANDO, Dec 1-3, booths 3946 & 3948.



Looking for a
good time?
Get a good timer.

Featured at top
Supermoto racing
schools taught by
Doug Henry, Gary
Trachy and Doug
Chandler!



Shown actual size. The 128 x 64 pixel display area is 2.4" x 1.2" (61 x 31 mm).
6V green LCD model: \$249
(race ready kit inc. IR beacon)



MyChron Light TG LAP TIMER

The MyChron Light TG Lap Timer automatically captures accurate lap times - no buttons to push every lap. Split times show you where you're fast - and slow. The high resolution display is easy to read when split seconds are all you have.

www.aimsports.com

Call AiM Sports for the
nearest dealer location
800.718.9090

"excellent" - Cycle World
"worked flawlessly" - Road Racing World magazine
"quite impressive" - MotorcycleUSA.com
"the ticket to faster lap times" - Super Moto Racer magazine

ARE YOU REALLY DIALED IN?

Do you really know how you
and your car are performing?



Check out the digital displays, gauges, and data loggers from AiM Sports

MXL Pista Digital Logger/Display \$1799

All MXL models connect directly to dozens of third party ECU's including: MoTec, Pectel, EFI, Bosch, Autronic, and more!

Lap Times | RPM | Speed | Temps | Pressures | Gear | Lambda | Track Mapping
8 MB Memory | 8 Analog Inputs | USB Download | Powerful Analysis Software
Includes: wiring harness, IR beacon & receiver, sensors (speed, temp, pressure).

MXL Pro Digital Logger/Display \$2299

16 MB memory, 12 analog inputs,
4 wheel speeds, track mapping, USB
download, analysis software. Includes
harness, beacon, sensors, and more.

MXL Strada Digital Display \$999

Serious gauge for street use. Displays
RPM, speed, temp, pressure, lambda
and more. ECU and analog/digital
connections.



All MXL models feature a blue backlit display with
6 alarms and 10 shift lights - all fully configurable.
Size: 6.9" x 4.3" x 1" (174 x 110 x 26 mm).

MyChron Light TG Lap Timer from \$249

Guaranteed to be the best lap timer you've ever owned!



2000 lap memory
USB download
Split times
The 128 x 64 pixel screen area is 2.4" x 1.2" (61 x 31 mm).



MyChron3 Gold Display/Data Logger \$899

8 MB Memory | 4 Analog Inputs | Track Mapping
Lap Times | RPM | Speed | Temps | Pressures
Gear | Lambda | USB Download | Backlight
Kit includes analysis software, wiring, sensors.

4 configurable alarms
10 configurable shift lights

DaVid Video/Data Logger from \$1799



Mixes 2 cameras with
data display
Custom display colors
and graphics
Integrates with
standard
professional
recording and broadcast gear

Create souvenir DVDs, training videos,
analyze driver's track and more!
Data logger features: 8MB memory, ECU interface, 5 analog inputs,
RPM, speed, lap times, temps, pressures, and more.
Video compatible with NTSC/PAL signals and LAN/C control.



The official gauge of WKA



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