

The Promise of Personalization

Improved security and better communications with the user

Smart Card Alliance Conference
April 28, 2006



Agenda

History of personalization of US transit documents – passport

Primary goals of personalization

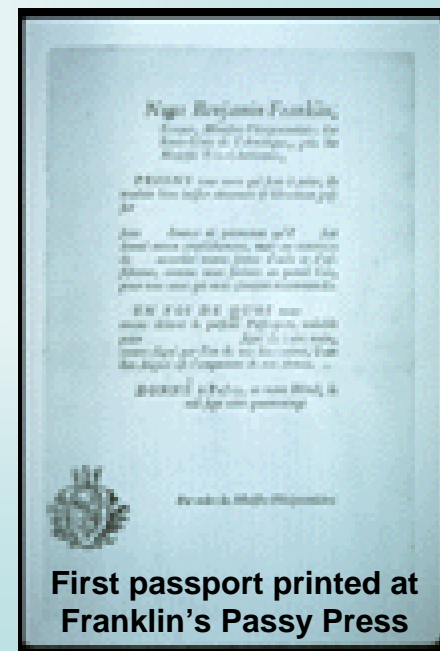
Opportunities available in the consolidation of the personalization activity

Providing the best service to:

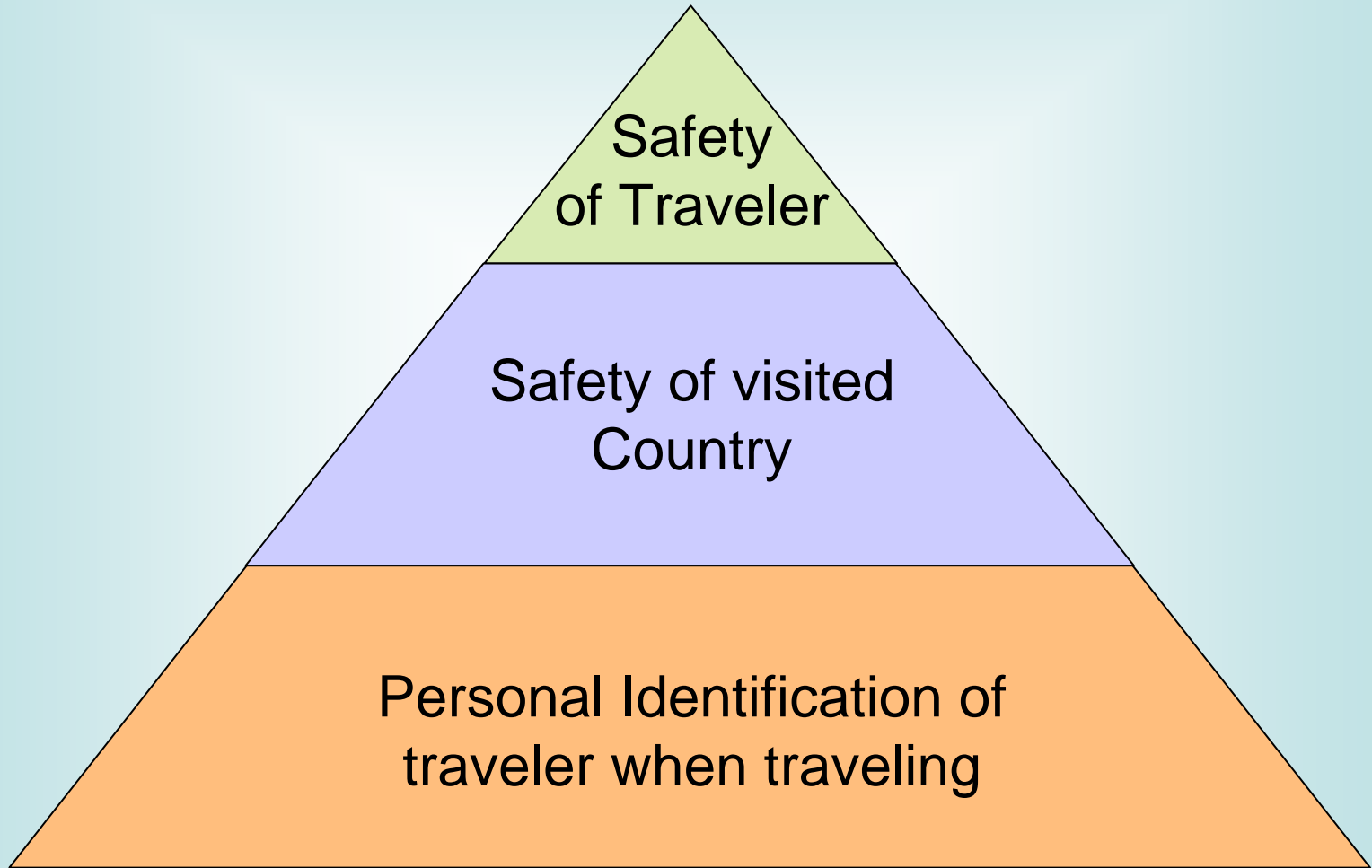
- Document user
- Document provider

History of personalization of US transit documents – passport

- 1776 First travel document issued by Benjamin Franklin in Paris
- Standardized language – French
- Means of identification/protection for US Citizen when traveling
- Protection for country being visited
- Documentation of overseas visits
 - Stamps, Visas, other
- Personalization advancements since 1776
- E-passport



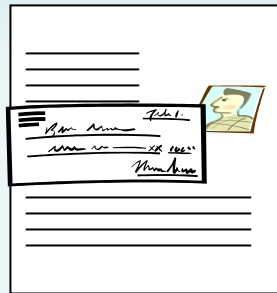
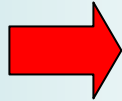
Primary Goals of Personalization



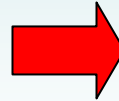
Personalization Process



Applicant fills out
Passport Application



Attach check and photo
and place in mail



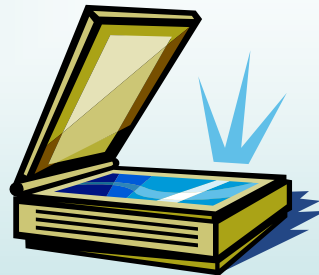
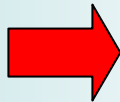
Mail opened by
processing bank



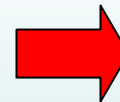
Check deposited



Batches created



Documents scanned



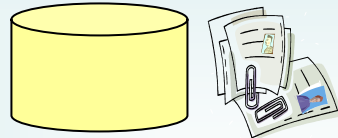
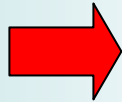
Hard copy and electronic files delivered to
State Dept adjudication office/s

Personalization Process

Department of State Staff



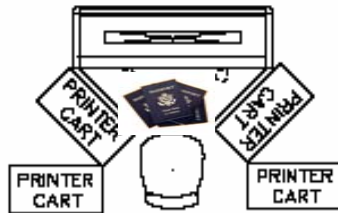
Application reviewed by State Dept. Staff (adjudicated) and approved/disapproved



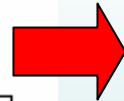
Approved records released for passport to be personalized



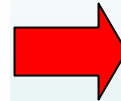
Book Personalization – Non-State Staff



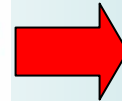
Passport personalized (Toppan Printer)



Chip encoded



Additional security features added in personalization



Mailed to applicant via USPS

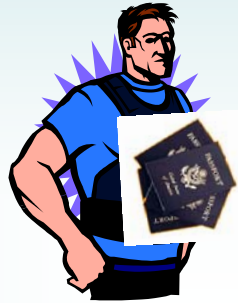
Opportunities Available in the Consolidation of the Personalization Activity

- Improved efficiency of the personalization process – encoding of the travel document
- Improved efficiency/security in the delivery of the travel document to the intended end user
 - Timely delivery
 - Delivery Verification
- Improved Communications with the end user
- Improved overall safety/security of the process
 - Redundant facilities
 - Improved overall security of the processed document
 - More informed public

Goal: Provide the **Best** Personalization Service to the Document User



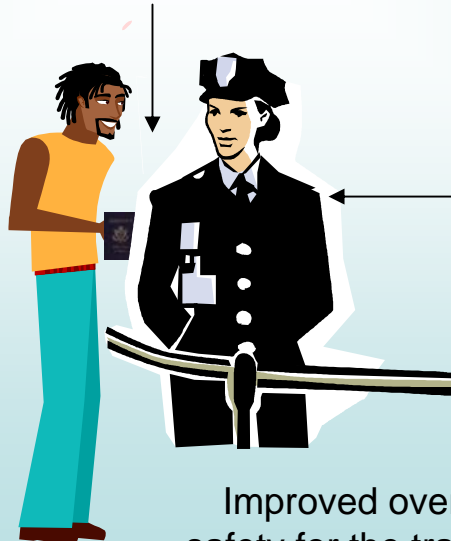
Faster turnaround time;
with options



Improved protection of
personal information

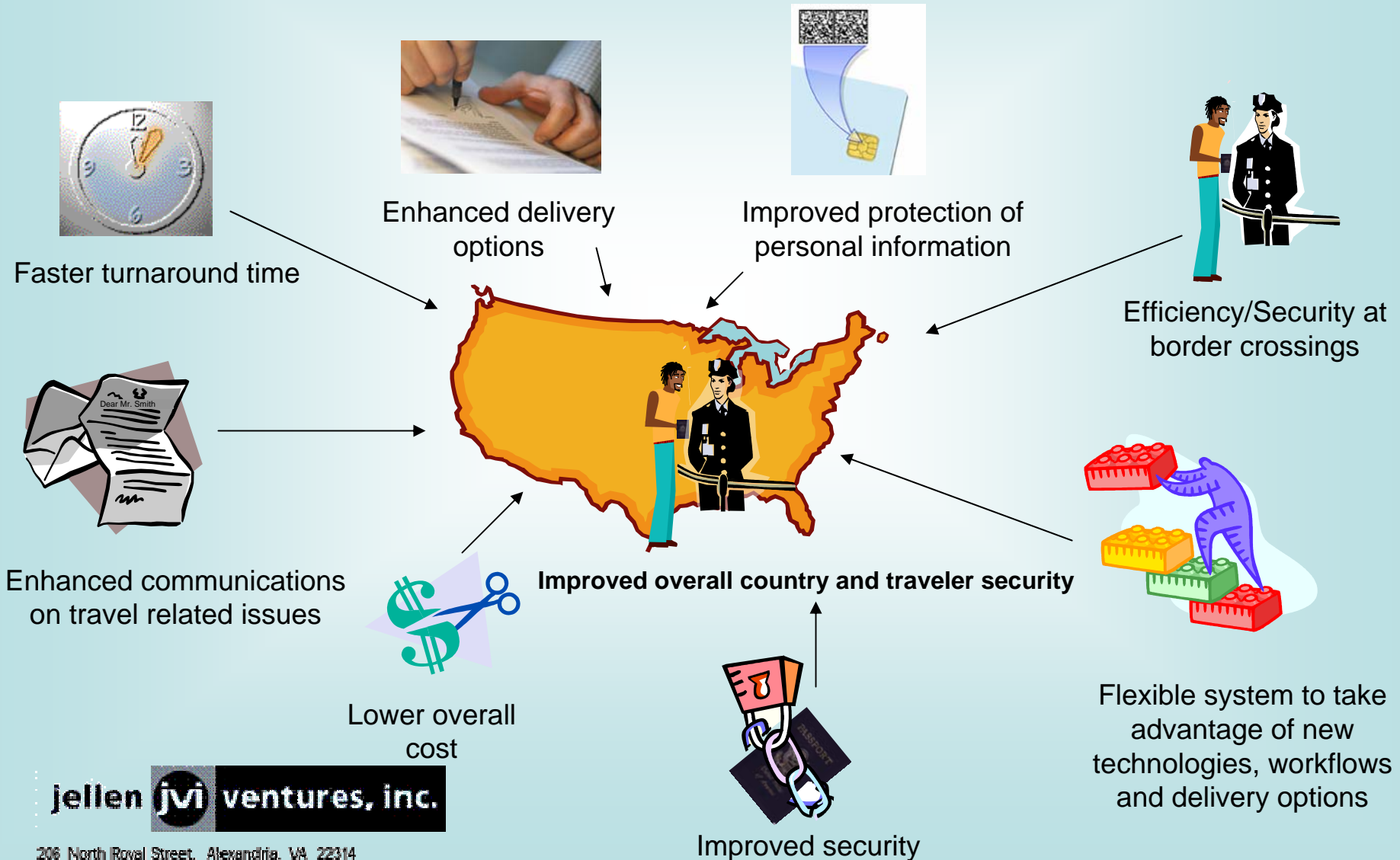


Enhanced personalized
communications on travel
related issues



Improved overall
safety for the traveler

Goal: Provide the **Best** Personalization Service To the Document Provider



jellen jvi ventures, inc.

Goals Should Be More Than Just:

- A consolidation of multiple production sites into 1, 2 or 3 sites
- A means of better scheduling to meet variable workload requirements
- A way to potentially save costs
- A way to do things the same old way only on a larger scale

Personalization Opportunity

- Take advantage of the new process to better communicate with the end user and to provide:
 - Improved ***Efficiencies*** in production and delivery
 - Improved ***Documents***
 - Improved ***Safety*** of the traveler/country
 - Improved ***Security*** for the whole system

