

Magnetic Stripe Technology & Use of Age Verifiers Recommended to Prevent Underage Drinking

During the MADD National Youth Summit, teens representing each congressional district in the nation, recommended magnetic stripe technology, and the use of age verifiers, such as CardCom Technology's ViAge Verifier™, as the best way to prevent underage drinking.

WASHINGTON, DC, October 21, 2000 – Taking a stand against underage drinking, 435 teens from each congressional district in the United States, gathered together for the six-day Mothers Against Drunk Driving (MADD) National Youth Summit, held at the National 4-H Center in Chevy Chase, Maryland on September 29 through October 4. As a corporate sponsor of the MADD National Youth Summit, CardCom Technology, manufacturer of the ViAge Verifier, took part in one of the discussion forums held during the summit.

During the forum, Robert Smith, a representative of CardCom Technology and the ViAge Verifier, spoke to teens about how the use of ID verification devices can prevent minors from purchasing alcohol by rejecting false, tampered, and altered ID's. By swiping the identification card's magnetic stripe, the ViAge Verifier seeks and reads specific coded information. Convenience stores, bars, and nightclubs can then quickly identify a valid ID and verify the exact age and date-of-birth of an individual.

Magnetic Strip Technology Recommended At NYS

I think the delegates found that using age verification devices, such as the ViAge Verifier can greatly reduce the purchasing of alcohol by underage people," stated Smith. "The ViAge is a very user-friendly unit that merchants can use quickly and efficiently to determine whether or not to sell alcohol to someone. As long as the machine is used, anyone with a fake ID, will not be able to buy alcohol," continued Smith.

Although age verification devices alone do not prevent underage drinking, the National Youth Summit delegates concluded that by requiring the use of ID/age verification devices, merchants are provided with a comprehensive tool that can be used to deter minors from purchasing alcohol.

"I've had first-hand experience with this unit (ViAge Verifier™) and I'm here to say that it's compact, it's lightweight and it's and inexpensive," said Greg Hamilton, Chief of Enforcement for the Texas Alcoholic Beverage Commission. "There are other devices with 'bells and whistles' attached to their devices, but the ViAge Verifier™ is very easy to use and gives the person using it the information they need."

Four recommendations came after teens explored various issues including alcohol availability to minors, enforcement of laws, alcohol issues in high schools and colleges, impaired driving, underage drinking and the impact of the media.

After an intensive schedule to review these topics, a news conference was held on the steps of Capital Hill to announce the recommendations and findings of the teens. The recommendations were:

Requirement of magnetic strips and/or bar codes on all drivers' licenses and ID cards issued by the state for age verification and detection of fake ID's, and requirement of all alcohol sales establishments to use ID/license scanners to verify age.

Increased excise tax on alcoholic beverages with the revenue to be used to fund alcohol awareness and prevention programs.

- A totally federally funded national media campaign for the prevention of underage drinking.
- Restrictions prohibiting alcohol ads from airing before 10:00 p.m., as well as "trendy" prime-time equal length anti-alcohol ads paid for by the alcohol industry and/or funds received from excise taxes to counter every alcohol ad aired.
- New statistics of a Gallup survey were also announced during the MADD National Youth Summit that included the following:
 - 81% of Americans believe that alcohol is too easily available to teens.
 - Nine out of 10 favor tougher penalties for retailers and adults who provide alcohol to minors.
 - More than eight out of 10 favor tougher penalties for parents who provide alcohol to underage persons.
 - 94% believe that underage drinking is a serious problem.
 - 50% believe that alcohol is the most serious drug problem facing today's youth.
 - 75% favor tougher restrictions on alcohol advertising.
 - 87% want to see more initiatives and programs to reduce underage drinking and binge drinking on college campuses.

During the summit, the teens participated in various activities all designed to inform them about the problems America faces with underage drinking.

"It was uplifting to see so many of America's youth coming together to find solutions to one of the most serious problems that face our society today," said Ashley Shin, Product Manager for CardCom Technology. "CardCom feels very privileged to have been a part of the National Youth Summit, and hopes that public awareness through an event of this magnitude has will help provide solutions to the problem of underage drinking.

About Cardcom Technology

Founded in 1993, CardCom Technology has been providing hardware solutions for magnetic stripe and smart card applications. The co-founder, Mitchell Shin, applied his knowledge of magnetic stripe technology and invented a low cost ID verifying device called the ViAge Verifier . Designed to read and calculate the age and date of birth of an individual from the magnetic stripe of state issued ID cards (drivers licenses, ID cards, etc.), the ViAge Verifier covers twenty-four US States and Canadian Provinces. For more information on the ViAge Verifier™, call (800) 476-7811 or log on to www.cardcom.com.