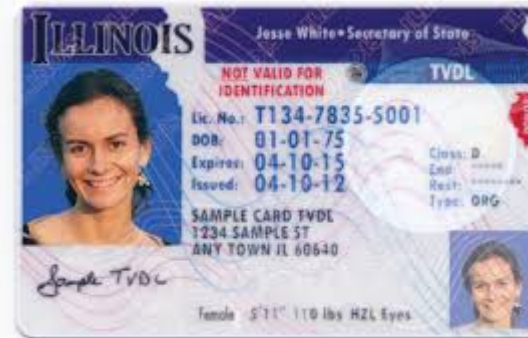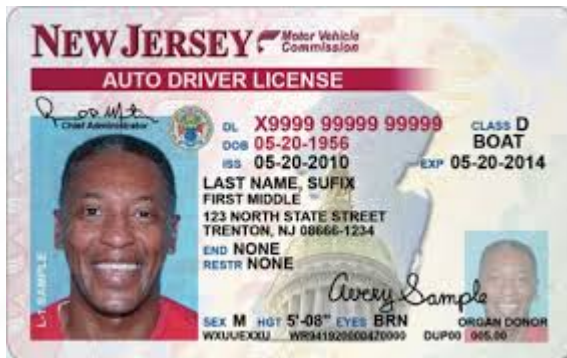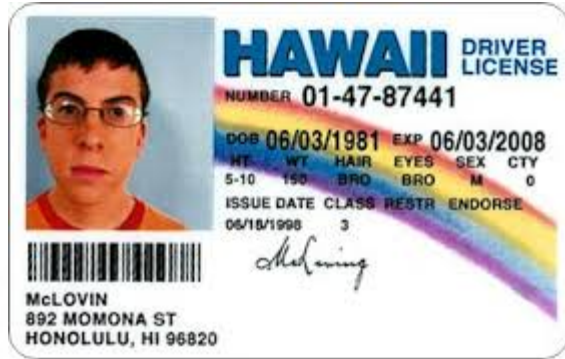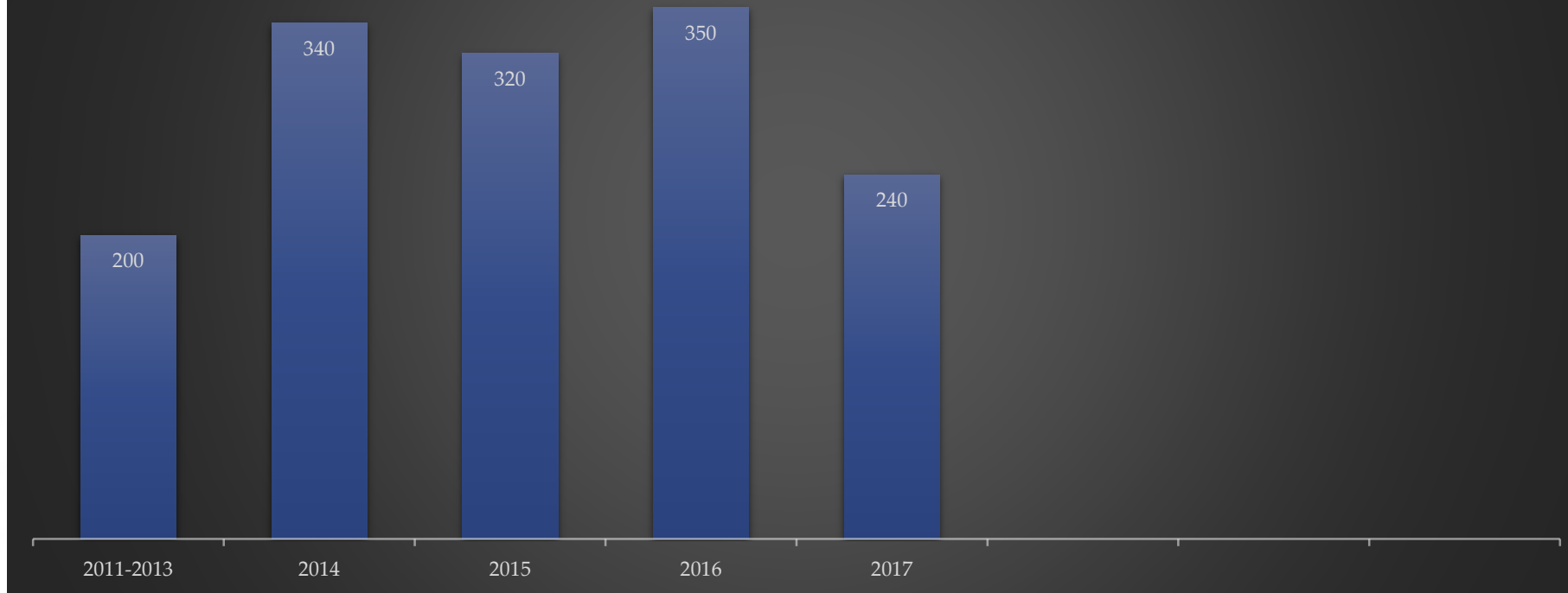# Wisconsin Union

Underage Alcohol Enforcement

Current prevention tactics

- Responsible Beverage service training program for employees

- Advanced training for student supervisors and managers
  - Managers have city issued alcohol operators license
  - Required to attend UWPD safety and alcohol impairment assessment courses

- Mandatory age verification checks at point of purchase

- Age verification checks are routinely performed in public areas by patrolling carding teams

- Partnership with Dean of Students office and UWPD on enforcement and sanctions

Fake IDs

Confiscated IDS

Year	Value
2011-2013	200
2014	340
2015	320
2016	350
2017	240

2014 – Scanners deployed
2017- Reduced # due to public awareness campaign

2017 – Public Awareness Campaign

Located at Point of Sale

Facts

- Current scanners outdated and no longer can identify fake IDs

- Fake ID production is more sophisticated. Information on magnetic stripes and bar codes are easy to replicate.

- Fake IDs are easily accessible.

- Mixed age environment requires stronger age verification measures

Advanced ID Scanners

The only ID scanner on the market that can truly authenticate an ID. The AIDD-1000 will outperform EVERY simple barcode or magnetic stripe reader out there! The reader does 50 to 60 forensic checks on every ID to make sure it is legitimate including checking the:

Microprint
Security patterns
UV image
Infrared image
1D barcode
2D barcode
Magnetic stripe

Demonstration

	ID SCAN.NET	Z22 MOBILE	WALL MOUNT ID SCANNERS	SERVALL WALL MOUNT	DORADO COMPLETE BUNDLE	ADVANCED ID DETECTION
READS BY OCR FOR COMPARISON	✗	✗	✗	✓	✗	✓
READS 1D BARCODE	✗	✗	✗	✓	✗	✓
READS 2D BARCODE	✓	✓	✓	✓	✓	✓
READS MAGNETIC STRIPE	✓	✓	✓	✓	✓	✓
EXPIRED ID ALERT	✓	✓	✓	✓	✓	✓
INTEGRATION TO EXSISTING POS	✗	✗	✗	✗	✓	✓
ALL STATES AND PROVINCES	✗	✓	✓	✗	✓	✓
RESIDENT ALIEN CARDS	✗	✗	✗	✗	✗	✓
MILITARY ID'S	✓	✓	✓	✓	✗	✓
ENCRYPTED DATA CAPTURE	✗	✗	✗	✗	✗	✓
INFARED CARBON INK DETECTION	✗	✗	✗	✗	✗	✓
DETECTS HIDDEN MICROPRINTING	✗	✗	✗	✗	✗	✓
FRONT AND BACK IMAGING	✗	✗	✗	✗	✗	✓
ID TAMPER DETECTION	✗	✗	✗	✗	✗	✓
OPTIONAL INTERNATIONAL ID COVERAGE	✗	✗	✗	✗	✗	✓
MONTHLY UPDATES OF NEW ID CHANGES	✗	✗	✗	✗	✗	✓

Benefits

- Allows Cashier to have same advanced ID checking skills as a manager.
- Increases cashier ability to only sell alcohol to of age consumers.
- WU regains status as leader in best practices in curbing underage drinking
- Deterrent to underage drinking at the Wisconsin Union

Costs

- $5,000 per unit

- Yearly software charge of $240 per unit