

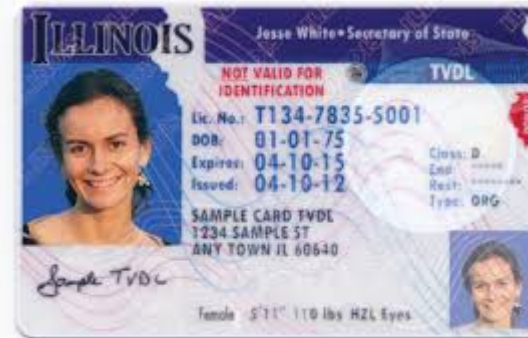
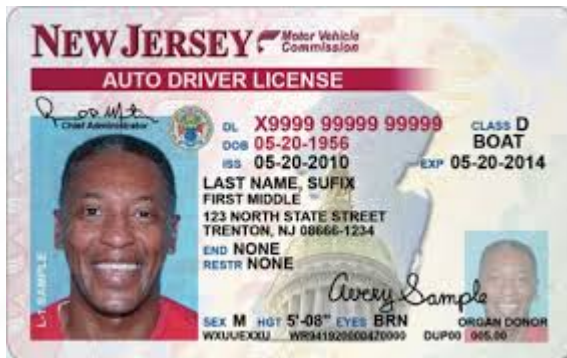
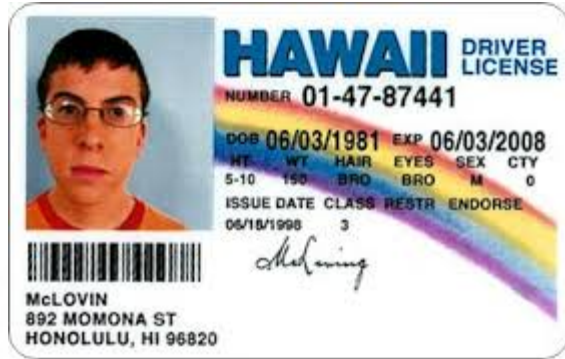
# Wisconsin Union

Underage Alcohol Enforcement

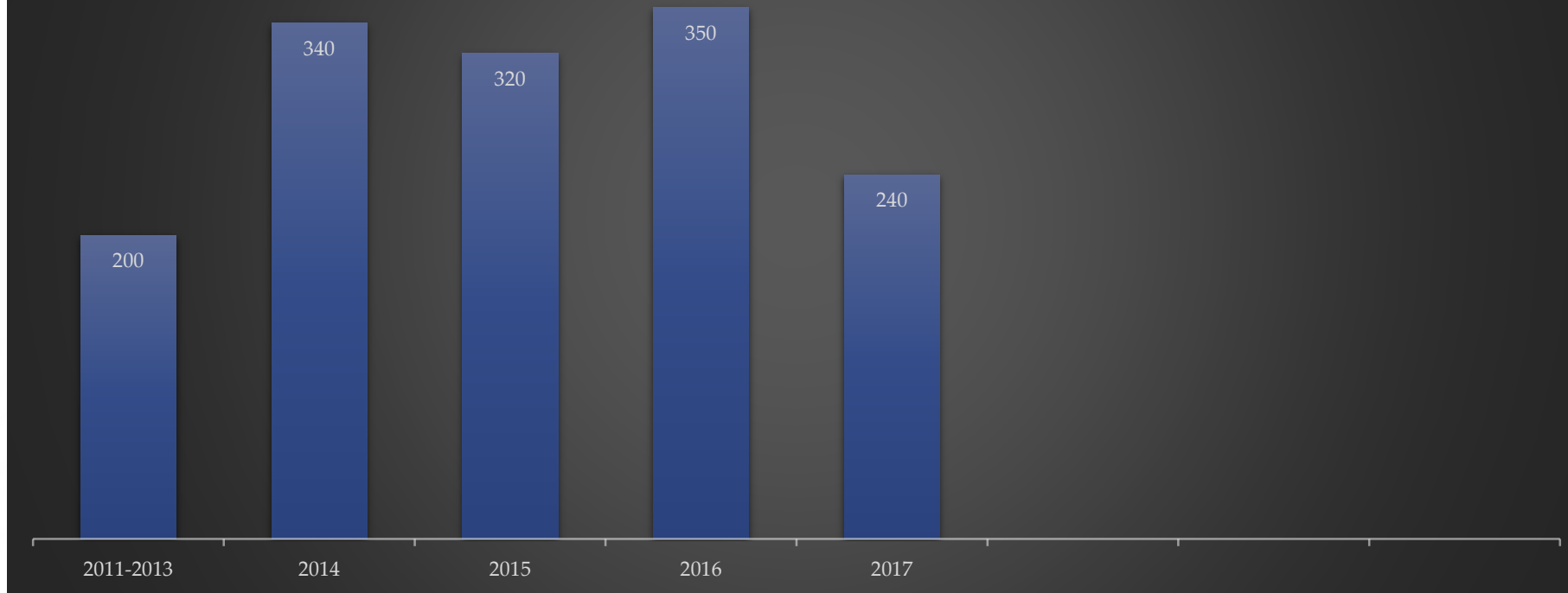
# Current prevention tactics

- 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



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



# 2017 – Public Awareness Campaign

The image shows a screenshot of a PDF document titled "food\_gen\_DOS\_3624\_16\_0080.pdf" in Adobe Acrobat Pro DC. The document content is a dark green poster with white text and graphics. The main text asks if the viewer is as good as the Wisconsin Union ID scanners at determining if an ID is real or fake. It offers a free Piadina from Strada in Memorial Union as a reward for a correct guess. A graphic of a white ID card with "UNDER 21" and a person icon is crossed out with a green circle and slash. Logos for the Student Conduct and Community Standards Division of Executive Life at the University of Wisconsin-Madison and the Wisconsin Union are at the bottom.

**ARE YOU AS GOOD AS THE WISCONSIN UNION ID SCANNERS AT DETERMINING IF AN ID IS REAL OR FAKE?**

**GUESS CORRECTLY AND WIN A FREE PIADINA FROM STRADA IN MEMORIAL UNION**

**Student Conduct and Community Standards**  
DIVISION OF EXECUTIVE LIFE  
UNIVERSITY OF WISCONSIN-MADISON

**Wisconsin Union**  
Experiences for a lifetime

# 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- Current scanners outdated and no longer can identify fake IDs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

**Advanced ID Detection**  
The Best ID Verification Systems in the World



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

# 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