

FOR IMMEDIATE RELEASE

Biometrics Earns High Grades at Two New Columbia, South Carolina Schools.

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Richland School District Two in Columbia, South Carolina, is experiencing all the excitement of a new school year...plus a whole lot more! Two brand new elementary schools opened their doors to over 1,000 students in early August. Sandlapper Elementary, at 1001 Longtown Road, is home to 520 new learners, and Polo Road Elementary, at 1250 Polo Road, boasts 525 students in this suburban bedroom community. Both schools serve students from Pre-K through 5th grade. In keeping with the district's mission to provide a world-class education, everything in these twin facilities is state-of-the-art. Including their newly-installed student identification system that utilizes fingerscan biometrics in the cafeteria and library.

It's no secret that biometric technology is fast becoming an integral part of school life all across the country, and Richland District Two is on the cutting edge of this fast-developing trend. Thanks to companies like identiMetrics and Retail Dynamics, Inc., the team that has successfully installed biometrics at Sandlapper and Polo Road Schools, administration, teachers and school personnel, especially cafeteria staff, are happy to say goodbye to lost, stolen or forgotten ID cards.

"Like a number of other school districts in South Carolina that have discovered identiMetrics, the Richland school community realized the growing importance of correctly identifying students, and doing so in a cost-effective, secure way that would be compatible with software systems they already had in place," remarks Norm Rischbieter of Retail Dynamics, Inc. "That's why they chose identiMetrics' product, identiFi™, as the perfect fingerscan biometric solution for their needs. After all, students always carry

their fingers, and identiFi's seamless integration with existing software made choosing the program an easy decision," he adds. "By example," he finishes, "At both schools, the library and cafeteria already had working software in place, so it was just a matter of installing identiFi. And because identiMetrics' identity management platform works in multiple situations, it can easily be expanded to include other areas of the school, like attendance or nurse's office. It doesn't get much better than that!"

Of course, the true test is in the day-to-day operations. A smiling Linda Hall, Principal of Sandlapper, says it all, "We just love it! It's an innovation that has helped us create more time for instruction. We used to use scan cards in the media center and cafeteria and could count on regular traffic jams, especially with the little ones. Now with identiFi, our lunch lines keep flowing and book checkouts are expedited. The whole staff is on board, and the students are so proud when they hear that beep!"

At Polo Road Elementary, it's much the same story. Principal, Jane Fancher, has seen "such a positive reaction from her students." "They love the 'high tech' aspect," she remarks. "Plus, it's reinforced a sense of responsibility. Even the kindergarten students can function independently in the media center and check out their own books by placing their finger on the scanner. In spite of construction delays, we're 100% installed. identiFi has been a blessing. It's working beautifully in both the cafeteria and media center, and we're looking forward to putting it in our health room as soon as possible."

About identiMetrics, Inc.

identiMetrics, Inc., an identity management company, is a leader in the development and marketing of biometric fingerscan identification solutions. identiMetrics' proprietary software, identiFi™, is a biometric finger scanning ID platform that provides a cost-effective and accurate replacement for swipe-card readers, barcode readers, and PIN pads, allowing any organization to rapidly integrate and easily deploy biometrics. identiFi eliminates the problems and costs created by cards and PINs and quickly integrates with host applications providing indisputable proof of identification. identiMetrics is primarily focused on the unique needs of consumer markets

including education, retail POS, healthcare and hospitality. **For more information, visit www.identimetrics.net. Or contact Eden Fulton: 610-993-9042 x 100 or efulton@identimetrics.net.**

About Retail Dynamics, Inc.

Retail Dynamics, Inc. is a complete point-of-sale hardware and software solutions company for many industries. Its products will fit virtually any environment by offering both PC and ERC based systems. Retail Dynamics is selling, installing and supporting identiMetrics biometric solution, identiFi™, into its customer base of schools and retail POS installations in New York, Georgia and South Carolina. **For more information, contact Norm Rischbieter: 803-663-7000 or normr@nycap.rr.com.**