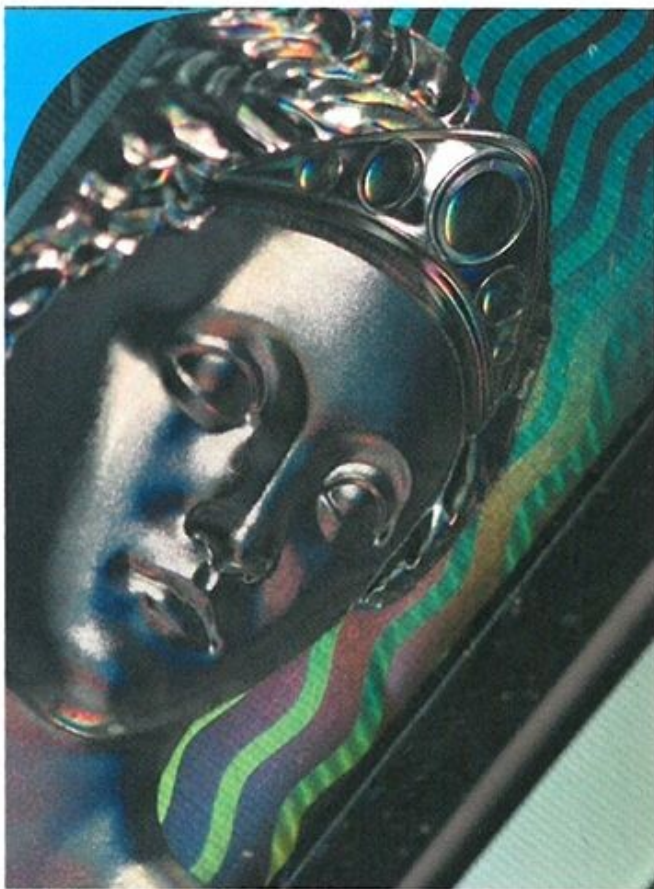


IQ Structures Introduces Two-Sided Holograms

IQ Structures – the Czech optical nanotechnology specialist recently launched holograms for transparent windows in polycarbonate (PC) cards. The holograms enable visual effects to be observed from both sides of the card.



IQ Structures has built extensive research capacities, owns several patents, and operates a manufacturing unit with a capacity to protect more than 100 million polycarbonate ID cards a year.

Polycarbonate (PC) has become the 'standard' material used for highly counterfeit resistant ID cards. Although many of the authentication checks undertaken on PC ID cards are automated there remains the important role of human inspection that requires overt integrated security features that are easy to authenticate.

Petr Franc, Security Division Director at IQ Structures said: 'two-sided holograms are challenging for designers. They need to place distinctive visual effects on both sides. We believe in the merger of technical projection of holograms and art design. We apply this integrated approach at our mastering centre and recommend it to our partners and customers.'

Robert Dvorak, Business Development Manager in the same division, continued: 'this new element integrates a hologram and transparent window. Other tools can be added. Our technology also enables the fluent continuation of holograms to non-transparent areas of the card. Security graphics can be integrated as well. From the user point of view, a simple single unit is thus created. Any technical imperfection results in distortion of the appearance. Imitation is virtually impossible.'

www.iqstructures.com