



Blk 28 Kallang Place
 #06-12/14 Singapore 339158
www.coselec.com.sg

For more information, please contact Coselec at:
 +65 6741 5200 or email to :
info@coselec.com.sg

PRESS RELEASE - (Access Control)



THE READER FOR ALL PROXIMITY TECHNOLOGIES

Coselec, sole distributor of deister electronic access security products, has launched an unparalleled single reader solution in the proxMagic® Multi-Technology Reader to support multi-frequency, multi-format and multi-modulation cards.



A new dimension in proximity reader technology with our proxMagic® reader, it is able to read proven 125kHz and state-of-the art Mifare®, DESfire EV1, ISO15693 and iClass™ cards including many other card formats at both 125KHz and 13.56MHz in a single reader platform simultaneously providing the powerful capability for users to mix and match multiple card technologies in one single system. This technology also enables organizations to realize the long awaited advantages of smart cards transition for upgrading to a more powerful technology on a phased basis.

SUPPORTS THE BROADEST RANGE OF PROXIMITY AND SMART CARD TECHNOLOGIES IN ONE SINGLE READER

The proxMagic® Multi-Technology Reader with IP65 rating offers a totally revolutionary new dimension in proximity technology. Proven 125KHz and 13.56MHz smartcard technologies are now combined in a single reader allowing card technologies to be mixed on the same access control system.

All known technologies that are supported such as:

- HiTag
- Temic
- EM4002
- HID 125KHz
- Deister 125KHz
- ISO 14443A Serial Number
- Mifare®
- DESFire®
- ISO 14443B Serial Number
- ISO 15693 Serial Number
- iClass® Serial Number
- CASI RUSCO® ProxLite
- Indala®



The **proxMagic® Multi-Technology Reader** is definitely the ultimate dream comes true reader solution offering flexible approach for supporting the broadest range of proximity and smart card technologies in the industry.

This new breakthrough **proxMagic® Multi-Technology Reader** is most ideal for situations where a customer has an existing card population but also needs to upgrade or implement multifunction secure smartcard technologies on the same access control system without compromising on costs, integration, inter-operability and security. It also allows any organization to transit their card technology from low security to high security applications.

INNOVATIVE SOLUTION BEHIND THE PROXMAGIC® MULTI-TECHNOLOGY READER

The **proxMagic® Multi-Technology Reader** with its innovative technology, provides the powerful capability to mix and match multiple card technologies in a single reader. Through this innovation, the company gets to retain their old existing cards, flexibility in upgrading to their own choice card technology and minimize system reconfigurations.

Imagine the following situations commonly faced in the industry such as in the case of:

- (a) Corporate Mergers/Acquisitions;
- (b) Multi-tenants with different card technologies within a building; and
- (c) Transition from old technology to newer ones.

(a) Corporate Mergers/Acquisitions



As companies merge, the variety of proximity access card systems that exist can cause major headaches for security and IT staff. The new **proxMagic® Multi-Technology Reader** allow corporations to maintain the existing universe of disparate proximity cards because the reader is able to read formats from multiple manufacturers.

(b) Multi-Tenants within a Building



In the case of multi-tenants within a building, commonly faced challenge for a Building Manager would be how to allow the different tenants with different card technologies to access to the Building without compromising on its security requirements. With **proxMagic® Multi-Technology Reader**, the challenge is easily overcome as it solves the problem by allowing the tenants to continue using their access cards as the reader can read the broadest range of proximity and smart cards in the industry.

IMMENSE BENEFITS OF PROXMAGIC® MULTI-TECHNOLOGY READER

1. **Cost-Effective with Low Cost of Technology Migration/Transition**
Enables end-users to realize the long-awaited advantages of smart cards and transition from proximity to a lower cost, more powerful credential technology at their own pace.
2. **Tremendous Value & Efficiency in Migration of Technology**
Tremendous value in providing benefits and features for both smart and proximity technology at a very competitive price and efficiency in migration of technology. .
3. **Highly Secure Credentials**
Protect sensitive identity information with encrypted sectors using standard MIFARE or Desfire EV1 platform.
4. **'Future-proofs' Any Access Control System**
Update your firmware, not replace your readers. Simple but secure downloading makes today's reader ready for tomorrow's opportunities.
5. **Freedom from Proprietary Card & Reader Technologies**
Independence of single source of manufacturer since there is no need to depend on a single vendor to supply a particular card technology. With multi card sources, it creates more competition and therefore better and more competitive pricing for the users.
6. **Interoperability Control**
With seamless integration, it allows interoperability control with older limited data format abilities and provides transparency in the cardholder database.
7. **Very Easy & Seamless Integration**
With deister's Smart-Frame technology, the proxMagic® Multi-Technology Reader adapts the multiple credential formats with seamless integration and is absolutely compatible with third party controller.

The proxMagic® Multi-Technology Reader is the answer to the new future for proximity reader technology. This is the only access control reader of today that is Multi-Frequency, Multi-Modulation and Multi-Protocol, providing user for the first time, the powerful capability to mix and match multiple credential technologies in one single system. It could be the ultimate "LAST READER".
