

'Smart' driver ID

by Willis Morettin

Ontario chooses smart, secure, new driver's licence

THE GOVERNMENT OF Ontario is introducing a new driver's licence to make fraudulent Ontario driver's licences easier to detect and more difficult to tamper with or counterfeit, as well as providing increased protection of personal data on the cards. Giesecke & Devrient Systems Canada, Inc. (G&D) will be providing the end-to-end solution for these new substrate high security cards. The new licences could also, with a few changes, be an acceptable document under the Western Hemisphere Travel Initiative (WHTI) – a new US law that requires all travellers, including Canadians, to carry a valid passport or other appropriate secure document when travelling to the United States from within the western hemisphere.

With a commitment to enhancing safety and security of Ontarians, the Ministry of Transportation (MTO) announced on March 9, 2007 that it had awarded a contract for the production of new secure driver's licences to Markham-based G&D. G&D was awarded the contract through a rigorous, open and competitive procurement process that attracted bids from the best companies in the business. The process began with a request for information (RFI) approximately three years ago followed by a draft request for proposal (RFP) and then a thorough RFP in August 2006. The cost of the contract for this much superior card is based on the volume of highly secure cards produced over a 10-year period and will not exceed the ministry's current production costs – approximately \$12 million per year.

Giesecke & Devrient is not a name readily recognized, however, with over 150 years of experience, G&D is a global leader in advanced technology for payment and identification, including secure document design for driver's licences, passports, payment

transactions and currency printing for governments and large financial institutions around the world. In fact, G&D produces Canadian currency for the Bank of Canada and is currently playing a key role in the Canadian migration from magnetic stripe to EMV (Europay, MasterCard, Visa) enabled smart cards and other emerging technology. The company has over 40 years experience as an industry leader in delivering secure card systems and solutions in Canada and is able to draw from the experience and expertise of the G&D Group worldwide.

"G&D places an extraordinarily high value on security," remarked Anna Rossetti, president, Card Systems and Solutions, G&D Canada. "To have been chosen to deliver this next generation of ID solutions for the people of Ontario is a privilege and a responsibility that we take seriously."

Using a proprietary process, G&D will integrate a number of security features in the new driver's licence, both visible and invisible to the eye:

- fine-line background – cannot be duplicated by desktop printer technology;
- 2D barcode – will encode information displayed on the driver's licence, including the photo which authorities such as police will be able to read to authenticate printed information;
- microprinting and rainbow printing – two additional printing technologies that cannot be duplicated by even the best digital printers available to consumers;
- secondary photo – a small duplicate of the primary photo produced using a combination of special laser engraving techniques and a special lens built into the card;
- signature images – the driver's signature is incorporated into the same special laser

engraved feature as the secondary photo, as well as having a tactile copy overlapping the primary photo; and

- ultraviolet features – multiple features that are invisible to the naked eye and require an ultraviolet light to detect.

These new high security cards will have a new look and feel. The design of the driver's licence, including the configuration of security features, is still in the process of being finalized by MTO and G&D for the targeted delivery date of December 2007.

Why now? There are three main reasons for moving to the new tamper-resistant cards: improved security, a contract that was expiring and new North American standards. The current driver's licence has been essentially the same for 12 years. To meet today's emerging global standards for secure documents, new technologies and equipment that are not readily available need to be incorporated, all of which is in accordance with new standards for driver's licences in North America developed by the American Association of Motor Transport Administrators (AAMVA).

G&D's end-to-end solution includes: systems and equipment to capture photographs, signatures, and other information in the MTO; design services for the driver's licence to maximize resistance to counterfeiting and tampering; high security manufacturing and storage of cards; printing and encoding individual photographs, signatures, and other cardholder information on the driver's licence; and mailing of cards and associated materials to cardholders. With the exception of photo capture, signatures and other information within MTO, the majority of the solution will be processed and delivered from G&D's new state-of-the-art high security facility.

"The technology being adopted today positions the Ontario government with a flexible platform to pursue future initiatives for the driver's licence," says Hans Wolfgang Kunz, member of the management board at G&D in Munich. "The Province of Ontario will stand out as a leader among its peers in North America for adopting and extending the current state of technology, and delivering improved security and convenience to its citizens." 

Willis Morettin is vice president, sales and marketing, Card Systems and Solutions for Giesecke & Devrient, Canada. Willis joined G&D in August 2000. In 2004 he was appointed vice president of sales for Canada with the added responsibility of managing G&D's Relationship Management Group. Willis was instrumental in the deliverance of the TD Canada trust merger, the largest mass re-issuance in Canadian history. He earned his Masters of Business Administration from the Schulich School of Business at York University.