



Magnetic Stripe
Vs.
Smartcard

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Magnetic stripe technology?



It's a strip of magnetic tape, affixed to a card to hold information. There are different qualities of magnetic stripe material. The highest quality stripe is called HighCo. The HighCo magnetic stripe holds information the best and it is used on driver's licenses and credit cards. The lower quality stripe is called LowCo and it doesn't hold information very well. LowCo cards are susceptible to information loss by ordinary demagnetizing objects such as your mobile phone or even a clock radio if placed too close to it. The LowCo cards are used for magnetic stripe hotel locks because they are very inexpensive and can be disposed. Although the price is low, the LowCo card creates many problems when being used. The most common inconvenience is when a customer can't enter their room because the information is lost from the card.



Typical Downfalls When Using Magnetic Stripe

If you choose magnetic stripe technology you should know that only LowCo stripes are used on cards for hotel locks. That is standard.

What to expect:

- Magnetic stripe cards often lose information
- Magnetic stripe cards wear down so you must throw away cards often
- Free cards are of lower quality than standard LowCo cards
- Magnetic stripe technology is ok for interior locks but terrible for exterior locks



What Is a Smartcard?

A smart card resembles a credit card in size and shape, but inside it is completely different. First of all, it has an inside -- a normal credit card is a simple piece of plastic. Underneath the protective layers of a smart card contains an embedded microprocessor. The microprocessor is under a durable gold contact protection pad on one side of the card. Think of the microprocessor as replacing the usual magnetic stripe on a credit card or debit card.

A few more pennies for this card means a lot less problems.





The Smart Alternative

The most cost effective card technology is Smartcard. The cost is only pennies higher than magnetic stripe cards but there are so many positive returns.

1. Smartcards can be consistently reused for up to two years.
2. Information is not erased from the smartcard when placed next to mobile phones, tv's or clock radios.
3. Smartcard locks are proven to operate better in exterior conditions.

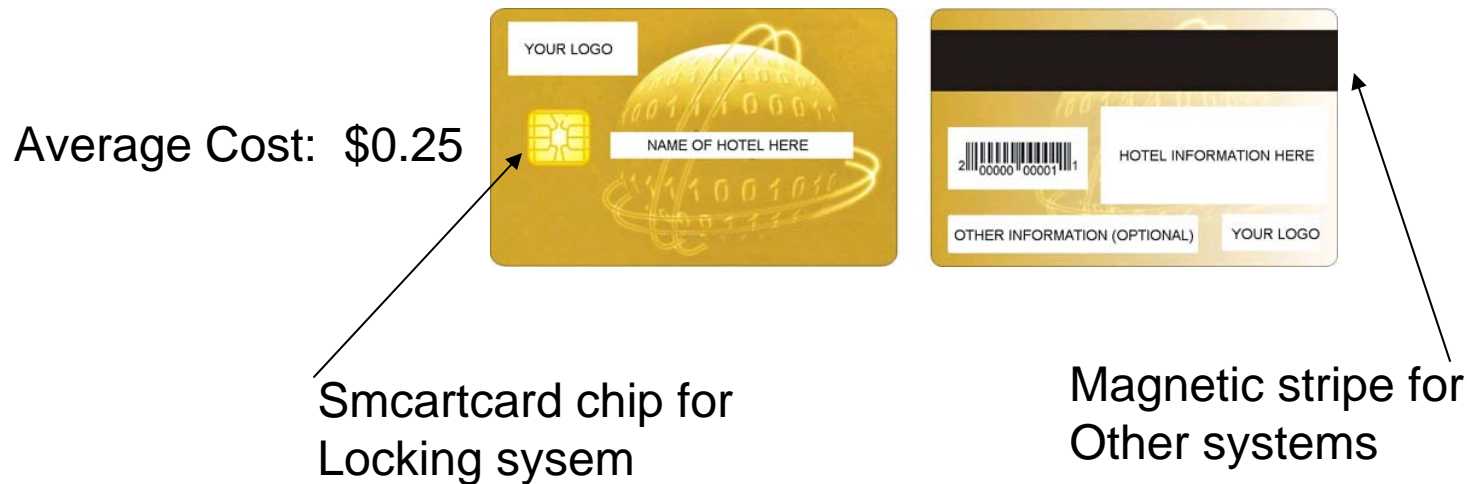
| | SMARTCARD | COMPARISON | MAGNETIC STRIPE CARD |
|------------|----------------|------------|----------------------|
| COST | \$0.15 | | \$0.10 |
| LIFETIME | Min. 1 Year | | Min. Few Weeks |
| DURABILITY | Highly Durable | | Easily Damaged |



Dual Card by BeLine

Although you might want to use the smartcard technology for your locks other systems on your property might only read magnetic stripe cards. Those point of sale systems could be for restaurants or stores inside your property.

Answer: BeLine offers a smartcard with a magnetic stripe. The magnetic stripe can be used by any system.





If You Absolutely Need Magnetic Stripe Locks

Here are some tips to help increase the reliability of your magnetic stripe locks:

1. Often clean the card readers inside the lock.
2. Install only on interior locks if possible.
3. Buy good quality cards. Free cards are terrible quality.
4. Tell the customer not to put the card next to their cell phone.
5. Make sure to throw away the used batch of cards and replace it with a new batch every few months. This will assure your cards are fairly new.
6. If a customer needs their card reprogrammed, reprogram it only once. If the customer returns to get their card reprogrammed again throw the card away and issue the customer a new card.