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Unimark Unveils the World's Most Advanced Boarding Gate Reader

The innovative design of the EC3000 gate reader, now being tested by a major U.S. airline, allows it to meet current and future identification needs

Lenexa, Kan.—Unimark Products today released the EC3000, an economically priced gate reader that can read and decipher every type of boarding pass coding including yet-to-come technologies such as PDA, mobile phone and photo imaging.

Unimark Products, a wholly owned subsidiary of Microcom Corporation, has begun testing the new gate reader at the Detroit Metropolitan Wayne county and the Minneapolis-St. Paul International airports.

Among the innovations in the EC3000 is an easily removable magnetic stripe reader. This unique feature allows the gate reader to be practical for current deployments and useful in the future as airlines transition toward adopting other forms of recognition including 1D and 2D barcodes and photo imaging.

"The initial feedback we have received on the device has been tremendous," said Jim Larson, Microcom Corporation president and CEO. "Because of EC3000's flexibility and unique software design, it can easily integrate into existing airline gating infrastructures without any hassles for our customers. But what they are most impressed with is how we have been able to pack so many features into such a small and affordably priced unit."

The EC3000 is also able to connect with a wide range of communications systems including dedicated and common use terminal equipment. The units can be programmed and monitored remotely and can connect with host devices via Ethernet or USB.

The EC3000 was designed for ease of use by agents and passengers. Audible noise indicated that the boarding pass was read and a large, highly visible red/green light and buzzer unmistakably reveal the validity of the document. Additionally, a two-line vacuum fluorescent display allows the airline to present text messages to the passenger or gate agent.

About Microcom

Microcom Corporation is a privately held leading maker of specialty-use thermal printers and boarding gate readers employed throughout the world. We deliver innovative business management solutions for transportation, healthcare, mail-sorting, and specialty printing industries. In addition, Microcom offers labels, tags, tickets and other consumables. For more information, please visit www.microcomcorp.com/about.htm