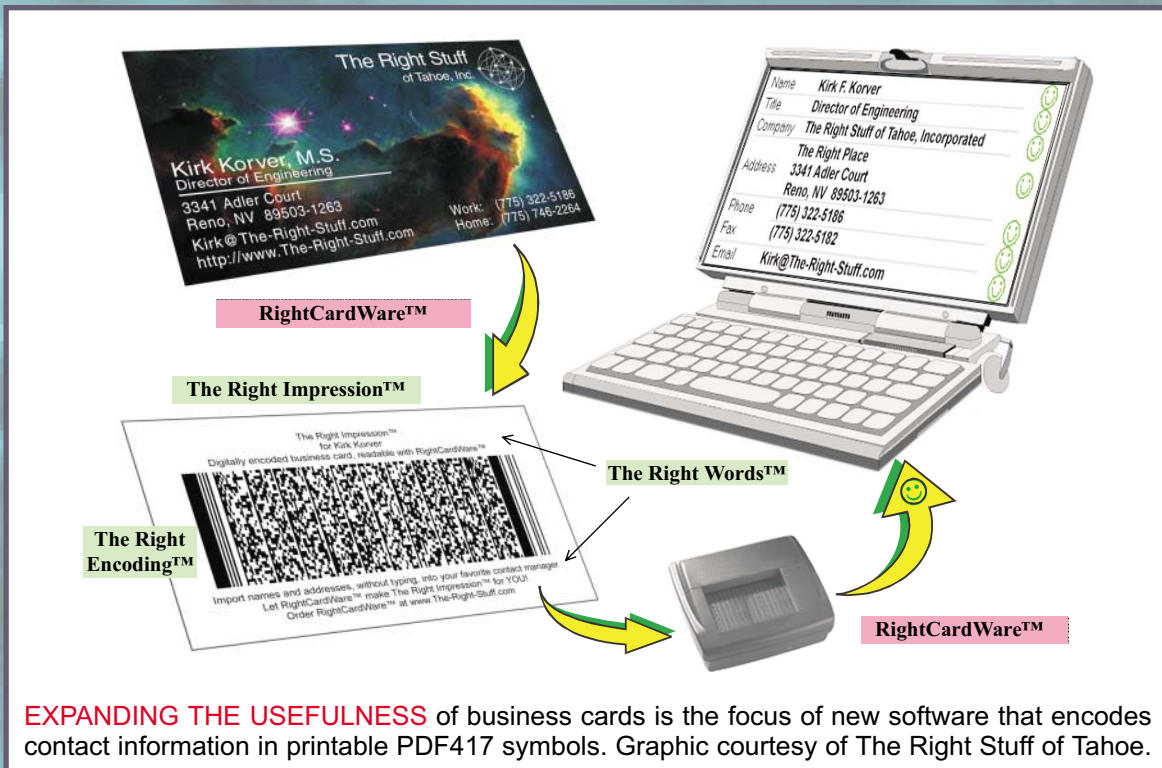


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The Right Stuff

Bar Coding A Global ICON

by Petra Lattmann

Business cards are a globally recognized communication tool. Yet when data is collected from cards for future use and transferred, for example, into a personal information manager (PIM), the resulting accuracy decreases and time spent entering data increases. With the development of optical character recognition (OCR), card scanning technology improved data entry time but also introduced a greater number of incorrect entries, mostly attributed to nonstandard business card formats.

The Right Stuff of Tahoe has created software to encode pertinent business card information into a PDF417 2-D symbology integrated with vCard electronic business card specifications (vCard is a registered trademark of the Internet Mail Consortium), as well as tools to print that symbol on the back of business cards, and has integrated technology to decode those encrypted cards for direct input to leading PIM software packages. RightCardWare digitally encodes business cards that convey standard contact information, scan in seconds, and deliver all the information right the first time — benchmark tests for all ADC technologies. And with PDF417, the redundancy factor ensures that less-than-perfect cards can still be scanned successfully.

Although the types of printers and scanners that could be used initially with this system were limited, the company has been testing and adding more equipment interfaces to broaden the marketability of this concept. The company counts among its partners Symbol Technologies, Corex Technologies (maker of CardScan), and BCT (formerly known as Business Cards Tomorrow).

"RightCardWare transforms business cards into digital media as reliable, convenient, and inexpensive as telephone communication," said Dr. Laurence E. LaForge, president of The Right Stuff of Tahoe. "At less than two cents per card, RightCardWare does for business cards what automatic dialing does for telephones."