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**Vantage ID Applications Enters Identification, Verification and Tracking Industry**

*Vantage to improve patient safety with IVT solutions*

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**Chula Vista, CA – January 5, 2010** – Vantage ID Applications, a full service solution provider and industry experts in the areas of Bar Coding and Automatic Identification and Data Capture (AIDC) announced today a plan to expand their business into the market of identification, verification and tracking solutions (IVT) to improve patient safety within the health care industry.

The health care industry is experiencing increasing pressure to improve patient safety through positive patient identification, tracking of medication, records management and employee accountability. From hospitals and clinics to behavioral health centers, the number of medical errors and adverse events being recorded is rising year over year and is undoubtedly contributing to the nation's rising cost of health care. "While the battle to reform health care rages on Capitol Hill, we are taking direct and immediate action to increase patient safety from the grass roots level," said Lara Scott, recently appointed President of Vantage ID Applications.

The primary goal for IVT solutions is to ensure patient safety. Secondly, IVT solutions protect care givers and patients by complying with The Joint Commission's positive patient identification (PPID) standards as well as HIPAA privacy requirements. By standardizing and streamlining processes, caregivers are able to deliver more frequent, higher-quality care to patients in need. Furthermore, the data collected can be used by hospital administrators to quickly dismiss fraudulent charges of negligence, reducing litigation expenses and allowing employees to work quickly and confidently. "We believe IVT solutions will prove to be critical

tools for caregivers to ensure the accurate delivery and tracking of patient care,” said Robert Buntin, VP of Sales & Marketing for Vantage.

Through Vantage ID’s recent success in the health care industry and the relationships established with key clients, Vantage was able to identify several key areas where IVT solutions can benefit both provider and patient. The company is currently in the process of developing a stand-alone IVT solution which can be rapidly deployed into any existing health care environment. “Our solution takes into consideration the health care providers’ need for inexpensive and easy-to-use solutions as well as the patients’ right to the best possible medical care and delivers wholly on both,” said Scott.

### **About Vantage ID Applications**

Vantage ID Applications is a Barcode and AIDC solutions provider focused on business and supply chain efficiencies. Vantage offers a comprehensive line of printers, scanners, labels, ribbons and security seals as well as a full range of system design, integration and support services. Headquartered in Chula Vista, CA, Vantage serves a variety of industries including Healthcare, Transportation & Logistics, Government, Warehouse & Distribution, Manufacturing, Biotech, Retail and Electronics. For more information about Vantage ID Applications, visit [www.vantageid.com](http://www.vantageid.com).

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