

THE CHIP DIFFERENCE

CHILD IDENTIFICATION PROFESSIONALS

The Lifetouch Smilesafekids Program is not a replacement for your current child safety program. Your school's parents appreciate having choices. Value your Child Safety Program & School Photographer.



PARENT I.D. CARD

An "Instant & Complete" Police Report



CHIP CD-I.D. CARD

An all-in-one CD & I.D. Card

Email IMMEDIATELY to law enforcement, relatives and the media in an emergency. Parent/Guardian has total control of all information. NO DATABASING is required by The Child I.D. Program.



KEYCHAIN I.D. CARD

Attaches to Key ring
Never forget your I.D.



BACKPACK - STUDENT I.D. CARD

Safe for child to carry -
does NOT contain address

Features:

- * All I.D.'s are credit card size and made of durable hard plastic.
- * No permanent databasing of child's information. All pictures, fingerprints and information are completely DELETED after 90 days to protect the family's confidentiality.
- * CHIP only uses state-of-the-art digital technology to insure the highest quality products possible.
- * All participating students are photographed, fingerprinted, weighed & measured for complete accuracy.
- * Parent Option Program - Only those parents who "authorize" permission for their child to participate.
- * FREE school security & badge issuance software with photo capture capabilities and the ability to database all visitors on campus. FREE digital camera also available.
- * FREE child safety educational materials and poster for each classroom.
- * FREE custom Staff Badges & Lanyards with photo, name, title and expiration date.



CHIPBAND I.D. BRACELET

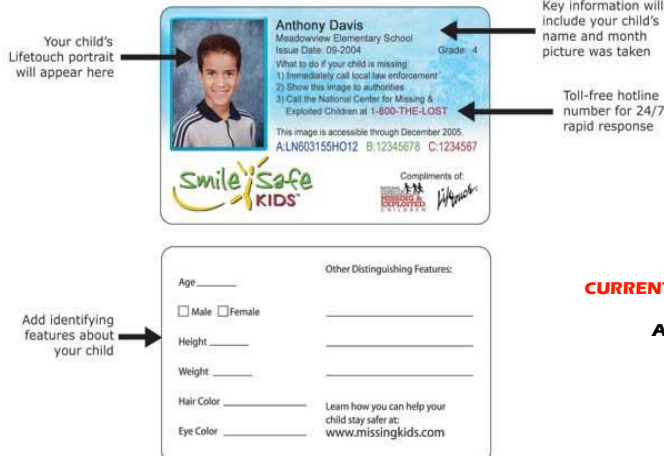
Made of comfortable, soft, durable fabric.
Especially useful when traveling or on field trips.



REFRIGERATOR MAGNET I.D.

Adheres to front of refrigerator
Great gift for babysitters or relatives

LIFETOUCH SMILESFAKIDS PROGRAM



LIFETOUCH SMILESFAKIDS PROGRAM FEATURES:

- * Must sign contract with Lifetouch for Fall school portraits.
- * Lifetouch I.D. Cards are made of "PAPER".
- * Pictures are kept in a "database" by Lifetouch for future use creating safety concerns.
- * Lifetouch "does not" weigh or measure participating children.
- * Lifetouch relies upon parents to supply pertinent information. Many parents will guess or use outdated medical information.
- * Lifetouch does not print any information on cards. A parent must **handwrite** with a pen on the back.
- * Limited space on back of does not allow for ALL of necessary vital information to be included.
- * Lifetouch does not fingerprint children.
- * Lifetouch does not provide an identification card or I.D. bracelet for the most important person - the child!
- * Lifetouch does not offer an opportunity to order any other child safety products.

A PARENT MUST IMMEDIATELY PROVIDE TO LAW ENFORCEMENT CURRENT & ACCURATE INFORMATION TO ASSIST IN THE RAPID & SAFE RECOVERY OF A MISSING CHILD!

A SCHOOL PHOTOGRAPHER IS "NOT" A CHILD IDENTIFICATION PROGRAM or VICE VERSA. PLEASE TRUST YOUR CHILD IDENTIFICATION PROFESSIONAL

CONTACT: THE CHILD I.D. PROGRAM

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