



**FOR IMMEDIATE RELEASE**

**IdentiSys appoints new Senior Vice President of Physical Access and Video Security**

*Michael Reding has joined IdentiSys Inc. as the Senior Vice President of Physical Access and Video Security to drive strategy, leadership and innovation to this newly created position.*

Eden Prairie, MN – October 13, 2016 – IdentiSys Inc., North America’s largest sales and service integrator of identification, card issuance, emergency response, customer line management and access control security systems, today named Michael Reding the Senior Vice President of Physical Access and Video Security. Reding will be a key member of the IdentiSys management team, reporting to IdentiSys president and CEO, Michael Shields. Reding’s development and implementation focus will include IdentiSys and all of its divisions, except Gebco Hawaii and LINSTAR, which will continue to operate separately.

“As IdentiSys continues to grow its physical access and video security offerings, we found the need to expand the depth of our leadership team in this direction. Reding, with his highly successful experience, is the perfect individual to help ensure that our continued growth in this area is strategic and focused. He will manage the products and programs for this important solution offering of IdentiSys” said Michael Shields.

Reding brings years of experience in management to IdentiSys. He was the COO and co-owner of LINSTAR Inc., the president and CEO of Performance Alliance Partners, COO of DeepGreen Bank, SVP of TIFCO and SVP of HSBC. His strong leadership skills helped each of these companies to grow during his tenure.

“I look forward to joining the IdentiSys team and leading the Physical Access and Video Security area of their business. Working with the IdentiSys sales, marketing, and service colleagues, along with the products, programs and suppliers serving this industry, I believe we have exceptional growth opportunities” said Michael Reding.

## **About IdentiSys**

Founded in 1999, [IdentiSys Inc.](#) offers complete identification, security and tracking solutions, and customer flow management (queueing) including most applications using a plastic card, ID badge, metal tag, or biometric. It's divisions include [Gebco Hawaii](#), [LINSTAR](#), and [ID Connection](#). The Eden Prairie, Minnesota company is North America's largest supplier of security, ID and card solutions to end users, representing over 70 key identification, card fulfillment and security suppliers while providing superior service and support to over 30,000 customers in corporate, education, healthcare, financial, government, gaming and many other markets.

IdentiSys is a member of Identification Systems Group (ISG), Identification Systems Dealer Association (ISDA), National Association of Campus Card Users (NACCU), National Systems Contractors Association (NSCA), Photo Marketing Association (PMA), Professional Security Alliance (PSA) and Specialty Graphic Imaging Association (SGIA); Gebco Hawaii is a member of BindRite Dealers Association; ID Connection is a member of Security Industry Association (SIA).  
([www.identisys.com](http://www.identisys.com))

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