

# Value Line Series

*Intelligent Magnetic Stripe Readers*

We streamlined the functionality of our most popular Magnetic Stripe Reader, added data formatting and validation of up to three card formats while making it available at a much lower cost, giving you the best possible value.

## Introduction

The Value Line series of Magnetic Stripe readers, reads up to 3 tracks of information when the card is swiped in either direction. Dual headed versions are also available with read heads on both sides of the slot. Its size is small enough to fit into most tight spaces yet not so small to impact card readability. With MultiMode USB interface one USB reader handles multiple USB modes, no need to have a separate unit for RS232, Keyboard, and HID interfaces. The configurable options and versatile interfaces make the Value Line Series of Magnetic Stripe readers ideal for POS, Banking, Loyalty, Access Control, Student ID and other applications.

● Reads credit cards and drivers licenses

## Features

- Reads up to three tracks of data
- Available in dual head configuration (read head on both sides)
- Reads High and Low coercivity magnetic stripe cards
- 1,000,000 Card swipe long life read head
- Warranty period of **3** years, we stand behind our products
- Provides data formatting and validation for up to three different card formats at a time
- PC software for ease of programming and configuration storage
- Compact 100mm size ensures easy and accurate card swiping
- Interfaces for USB-HID, USB-KBD, USB-RS232, USB-CDC and RS232
- Read encoded cards that meet ISO/ANSI/AAMVA and CADMV standards and formats
- Perfect for POS, Banking, Loyalty, Gift Card, Access Control and other applications
- Multi-Color LED & Loud buzzer provide visual and auditory feedback

● Reads all AAMVA and CADMV format cards



Made in USA

## Compatibility and Versatility

- Compatible with Windows 10/8/7/Vista/XP Home/XP Professional/2000/Me/98se, Apple OS 8.x+, Linux
- Compatible with Popular Accounting Software: QuickBooks, PeachTree, Cougar Mountain Software, Microsoft Point of Sale, Microsoft Dynamics and more
- OPOS/UnifiedPOS Drivers for those applications that require it, complete with VBScript, JavaScript & Visual Basic sample programs
- JavaPOS/UnifiedPOS Driver for integration into your Java application
- Control Library Available for tighter application integration
- Enhanced Mode USB Drivers: Keyboard Accelerator, Virtual-RS232 Driver
- Multiple Cabling Options: USB Type A, Micro USB, USB Right/Left Angle, RS232-9F
- Right/Left Angle USB: Available in either direction
- Custom firmware, Cable Lengths, Cable Exits available to fit your needs
- Private label versions available with custom part numbers (Protects your relationship with your customers)

**[www.IDInnovations.com](http://www.IDInnovations.com)**

1244 Karla Drive, Suite 104 Hurst, TX 76053 Tel (817) 285-8772 Fax (817) 285-8839

Copyright © 2007-2018 ID Innovations Incorporated 121418



USB Type A



Micro USB



USB - CDC



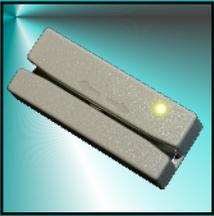
Right Angle USB

**ID Innovations**  
Incorporated

1244 Karla Drive, Suite 104  
Hurst, TX 76053  
Tel (817) 285-8772  
Fax (817) 285-8839  
[www.IDInnovations.com](http://www.IDInnovations.com)

# Value Line Series

## Specifications



### Electrical

Power: 5 VDC  $\pm$  10%, Separate ground for power and Magnetic Read Head, ensures reliability in high static environments

Operating Current: 20 mA-Standby, 40 mA-Operating

Reliability: Brown Out, Low Voltage and Watch Dog Resets ensure continuous operation in less than ideal environments

### Magnetic Stripe

Maximum Tracks: 3

Number of Heads: 1 (Standard), 2 (Dual head units available)

Magnetic Head Life: 1,000,000 passes minimum

Rail and Cover Life: 1,000,000 passes minimum

Swipe Speed: 2 to 100 Inches/s (5 to 254 cm/s), bi-directional

Conformance: ISO 7811, AAMVA and CADMV, others available upon request

Card Slot Width: .08 (2.03 mm) inches, accommodates card thickness ranging from .015 to .075 inches ( .38 mm to 1.90 mm)

Warranty: Three years parts and labor

### Mechanical

Indicators: Tri-colored LED, Extra loud buzzer (for noisier environments)

Dimensions: 1.67" (42.4 mm) W x 1.08" (27.4 mm) H x 3.98" (101.17 mm) L

Weight: 4.4 oz (with cable)

Cable Length: 6' USB Cable (custom cable lengths and bottom cable exit options available, no minimum quantities required)

Connectors: USB, USB Right and Left angles

Mounting Options: Use provided Velcro pads, or can be mounted with 4-40 screws available upon request

### Environmental

Operating Temperature: 0° to 70° C (32° to 158° F)

Storage Temperature: -30° to 80° C (-22° to 176° F)

Relative Humidity: 10-90% Non Condensing

ESD Immunity: Withstands 8 KV contact & 15 KV air discharge without damage or operational impact

### Regulatory

FCC: FCC Class B tested and verified (X-Series based reader)

CE: CE tested and verified (X-Series based reader)

Other: RoHS Compliant (X-Series based reader)  
California Proposition 65 Compliant



### Free Drivers & Software (downloadable, not required, Windows only)

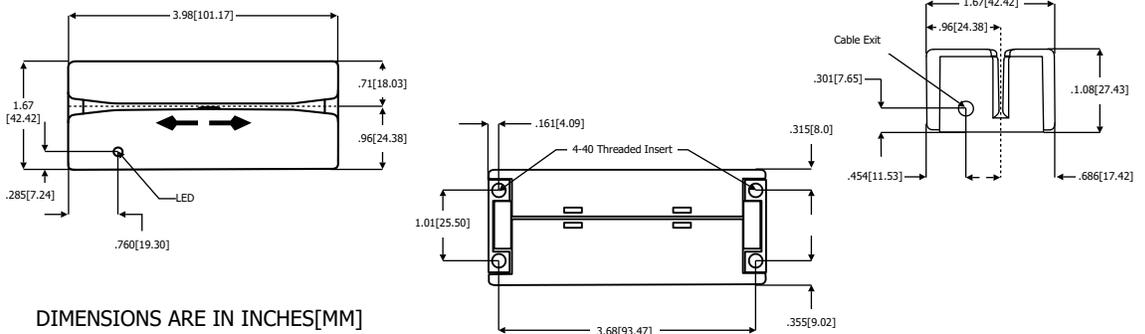
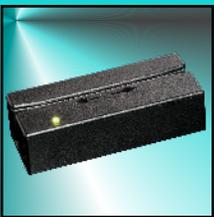
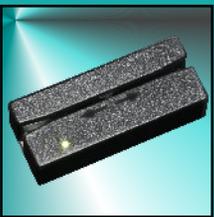
Programming Software: All Models

Accelerated Keyboard Driver: Allows for additional data formatting unmatched by any other Magnetic Stripe Reader

Virtual COM Port Driver: Data presented to COM port on computer

OPOS Drivers: Available in several levels of Conformance

JavaPOS Driver: All Models



**ID Innovations**  
Incorporated

1244 Karla Drive, Suite 104  
Hurst, TX 76053  
Tel (817) 285-8772  
Fax (817) 285-8839  
www.IDInnovations.com

**www.IDInnovations.com**

1244 Karla Drive, Suite 104 Hurst, TX 76053 Tel (817) 285-8772 Fax (817) 285-8839

Copyright © 2007-2018 ID Innovations Incorporated 121418

# Value Line Series

Accessories & Part Numbers

## MultiMode USB Adaptor [USB-UA-001]

If you have a keyboard wedge magnetic card reader and you wish to install it on a system with only USB ports, this adaptor is for you. Simply plug the reader into the PS/2 port of the adaptor and plug the adaptor into the computer and you are done. Not only does this adaptor work well with ID Innovations' PS/2 devices it works great with PS/2 devices made by other manufacturers as well. In addition, you can program the reader through the adaptor and we have Enhanced Mode drivers available on our website.

## Universal Programmer [univpgm.exe/usbpgmw.exe] (Download free from [www.IDInnovations.com](http://www.IDInnovations.com))

This software is used to configure the MultiMode USB and PS/2 (Value Line Only) Magnetic Card Readers. Simply set the options in the software that you want to use and then Send the Configuration to the Magnetic Card Reader.

## USB Keyboard Accelerator [usbkbd.exe] (Download free from [www.IDInnovations.com](http://www.IDInnovations.com))

Unlock the full speed potential of your ID Innovations MultiMode USB product by using this driver. In addition to a speed increase of 300 to 500 % this driver will block all other incoming keyboard keystrokes thus ensuring your data is transmitted without interruption. The most exciting feature of the Keyboard Accelerator is the ability to format and validate the data in any order that your application requires.

## USB Virtual COM Driver [usbvcom.exe] (Download free from [www.IDInnovations.com](http://www.IDInnovations.com))

Do you have an application that will only accept data from a serial RS232 port? With this driver and any ID Innovations USB product we can create a Virtual COM port that your application can use to receive the serial data. In addition, data throughput will increase 300% over standard keyboard output. No other hardware is required!

## OLE POS (UnifiedPOS) Drivers [SetupOPOS1\_XXXX.exe] (Download free from [www.IDInnovations.com](http://www.IDInnovations.com))

Do you require a Magnetic Card Reader that has OPOS or UnifiedPOS capability? All ID Innovations Card readers have this ability and these drivers are available for use in your OLE OPOS compliant application. There are three distinct versions of the driver available that match the OPOS & UnifiedPOS specifications with the same version number (SetupOPOS13.exe – 1.03, SetupOPOS16.exe – 1.06, and SetupOPOS1\_11XXXX.exe – 1.11 (UnifiedPOS))

## Java POS (UnifiedPOS) Service Object [JavaPOSMSRv1\_XXSetup.exe] (Download free from [www.IDInnovations.com](http://www.IDInnovations.com))

Do you require a Magnetic Card Reader that has JavaPOS capability? All ID Innovations Card readers have this ability and this driver is available for use in your Java application that supports the Java POS framework. Simply download and install the software package on your computer and follow the enclosed directions.

**ID Innovations**  
Incorporated

1244 Karla Drive, Suite 104  
Hurst, TX 76053  
Tel (817) 285-8772  
Fax (817) 285-8839  
[www.IDInnovations.com](http://www.IDInnovations.com)

## MultiMode USB Magnetic Stripe Readers (Part Numbers)

Cable	Color	Dual Track (Single Head)	Dual Track (Dual Head)	Triple Track (Single Head)	Triple Track (Dual Head)
2' USB Type A Male	Black	VMU-B2-2	VMU-B2-2D	VMU-B3-2	VMU-B3-2D
6' USB Type A Male	Black	VMU-B2-6	VMU-B2-6D	VMU-B3-6	VMU-B3-6D
6' Right Angle USB Type A*	Black	VMU-B2-6R	VMU-B2-6RD	VMU-B3-6R	VMU-B3-6RD
6' Left Angle USB Type A*	Black	VMU-B2-6L	VMU-B2-6LD	VMU-B3-6L	VMU-B3-6LD
2' USB Type A Male	White	VMU-W2-2	VMU-W2-2D	VMU-W3-2	VMU-W3-2D
6' USB Type A Male	White	VMU-W2-6	VMU-W2-6D	VMU-W3-6	VMU-W3-6D
6' Right Angle USB Type A*	White	VMU-W2-6R	VMU-W2-6RD	VMU-W3-6R	VMU-W3-6RD
6' Left Angle USB Type A*	White	VMU-W2-6L	VMU-W2-6LD	VMU-W3-6L	VMU-W3-6LD



Left Angle USB



Right Angle USB

\*Please contact us for availability

**[www.IDInnovations.com](http://www.IDInnovations.com)**

1244 Karla Drive, Suite 104 Hurst, TX 76053 Tel (817) 285-8772 Fax (817) 285-8839

Copyright © 2007-2018 ID Innovations Incorporated 121418