

THE READER

News for the Access Control Professional



THE LAST WORD WITH... BRENDON ALLEN, FARPOINTE DATA

Brendon Allen, Director of Engineering, Farpointe Data discusses its collaborative approach and highlights its support and training offerings.



By James Thorpe
Editor, ISJ

As seen in *International Security Journal*, March 2025

What custom RFID solutions do you provide, and how do you collaborate with partners to develop them?

Farpointe supplies standard and custom RFID products. We can provide credentials with custom card formats, encryption keys and form factors that work seamlessly with our readers and mobile solutions. We can customise reader behaviour through unique configurations and — in some cases — design custom readers for our partners to achieve the aesthetics they're after. The ability to white-label our readers with a partner's brand is also available.

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Put Your Readers and Credentials to Work for Your Business

Custom branding the RFID readers and credentials you install can help grow your business. Your logo and contact details promote your brand, generate new leads, and encourage customers to contact you for credential reorders.

Benefits of custom branding:

- **Raise brand awareness:** get your name in front of every system user by branding the customer-facing components—readers and credentials.
- **Encourage reorders:** make it easy for customers to know who to call when it's time to reorder by putting your contact information on every credential.
- **Build brand loyalty:** reinforce customer relationships with consistent branding that builds trust and repeat business.

Start strengthening and promoting your business today! Download a copy of our [Custom Branding](#) guide for details.

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Product Spotlight: Ranger® Transmitters

Have a site requiring both long-range and short-range credentials? Ranger Transmitters are ideal for these types of applications, creating seamless electronic access control environments that users can depend on. From multi-housing and gated communities to secured parking, Ranger Transmitters are a real 2-in-1, offering real long range upon button press or may be used like a card as a traditional presentation credential.

- Durable construction
- Ergonomic design
- Weather-resistance
- Long-life battery
- Multi-application

[REFERENCE DOCUMENT](#)

[DATA SHEET](#)



Farpointe Data®
Readers • Credentials

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Farpointe Data, Inc.
2195 Zanker Road
San Jose, CA 95131 USA
Office: +1-408-731-8700
Fax: +1-408-731-7805
support@farpointedata.com

www.farpointedata.com