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**PRESS RELEASE  
For Immediate Release**

**NSW Electoral Commission uses portable electronic electoral roll for recent NSW State election.**

The use of Palm PDAs and iRoll system by the NSW Electoral Commission enabled polling place officials in the recent NSW State Election to almost instantly check if any of the 4,300,000 NSW voters were on the electoral roll, and many potential voters learned that their names were just not there.

In past elections, without a state wide list of electors in every polling place, any potential elector whose name could not be found on the local district roll would have to complete a declaration vote, with their voting papers going into a sealed envelope, then forwarded to the electoral office where they thought that they were registered. If the returning officer in the receiving district could then not find their name on the roll, their vote would be either in part or fully rejected. Typically the voter would not know that they had been dis-enfranchised. With the PDA and its electronic list, the voter is made aware immediately that they were not on the roll, or were on the roll incorrectly, and could either enroll before the next election or correctly absent vote.

**During the 2003 NSW State election there were about 86,000 absent votes cast, that were not accepted into the count. In the the March 2007 NSW State election, this figure was reduced to less than 25,000 rejected absent votes. It is clear from the above that the number of rejected absent voters has been significantly reduced by the use of iRoll.**

Although PDAs have been used in elections overseas previously, this is the first time they have been used on a large scale and for a large number of electors.

The NSW Electoral Commission purchased about 2,300 Palm E2 PDAs, and internally wrote the iRoll software to manage the 4,300,000 voters names. Two thousand three hundred 512Mb SD memory sticks were then duplicated by CD-ROM Services Pty Ltd in Sydney in 3 days. This was within a week of the roll being finalised, which allowed the PDAs to be in the hands of the electoral officers prior to receiving paper rolls and in time for the commencement of pre-poll voting.

Says Bernhard Kirschner, MD of CD-ROM Services Pty Ltd: "We have identified SD and USB memory cards, or 'Flash Cards' as a growth market. We built our own 'Flash Card', duplicators, wrote the software, and have sold the systems to duplicators in the USA, UK, Italy and India. We doubled CD-ROM Services Pty Ltd capacity for the NSW Electoral Commission job, and delivered well within time. The cost of duplicating each SD card was less than \$2.50 each, which is far less and much greener than printing a book with over 4 million voters. The PDAs and memory cards can be used again."

Continued Kirschner: "Most of our flash card duplication has been for promotional purposes, with anyone who receives a promotional USB likely to use it. We are yet to see much distribution of content such as data, music and video on 'Flash memory', but as the price and capacity drop, so will the applications grow. At a recent conference in Barcelona presented by the International Disc Duplicating Association papers were presented predicting that 'Flash'

memory size will double every six months, without any increase in price. Size will also drop as more manufacturers start producing 45 nanometer as against current 75 nanometer chipsets, accelerating the speed of convergence, where PDA, phone, camera, video camera, MP3 player, GPS and more will all shrink to one handy pocket sized item.

### About NSW Electoral Commission

The NSWEC is responsible for the registration of political parties, enrolment of electors, preparation of lists and rolls of electors and the conduct of elections.

NSWEC main business functions are to:

- \* conduct elections and by-elections for the Parliament of New South Wales and local government councils
- \* conduct elections for registered clubs, statutory boards and state registered industrial organisations
- \* manage the Commonwealth electoral roll in partnership with the Australian Electoral Commission (AEC)
- \* provide administrative support to the Election Funding Authority
- \* undertake research in electoral issues and provide advice to the Minister on matters relating to the administration of enrolment and elections in NSW.

Web Site: [www.elections.nsw.gov.au](http://www.elections.nsw.gov.au).

### About CD-ROM Services Pty Ltd

CD-ROM Services Pty Ltd are one of the largest and most automated duplicating services in the world, with over 30 automatic Rimage, IMT, Primera and MediaFORM CD and DVD Duplicators and disc printers at their shop in North Sydney, and are capable of burning over 300 discs simultaneously.

The company offers flash card duplication and printing, disc duplication, printing and packing in quantities from one to thousands.

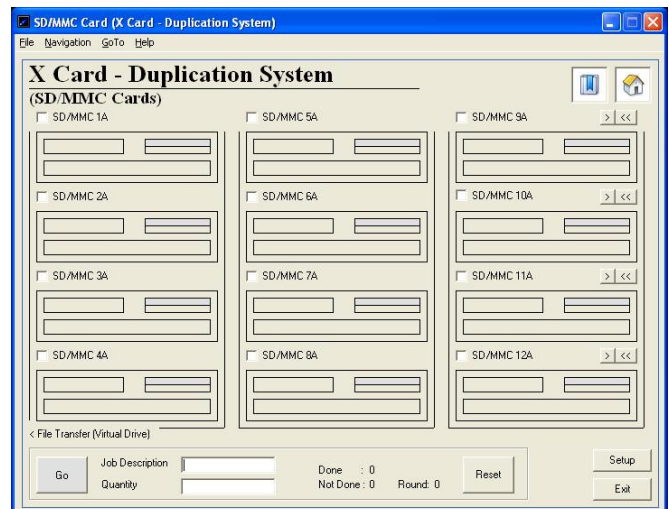
CD-ROM Services Pty Ltd is one of the founding members of the IDDA, (International Disc Duplicating Association), with over 250 members worldwide, and their Managing Director Bernhard Kirschner is President of the IDDA.

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Web Sites: [www.cdroms.com.au](http://www.cdroms.com.au) [www.discdupe.org](http://www.discdupe.org).



One of CD-ROM Services X Card duplicators



X Card Duplicating System selection screen