



## ATMIA and Tremont Capital Group Publish Comprehensive ADA Guide

Press Release: For Immediate Distribution

August 4, 2011

The ATM Industry Association (ATMIA), a global non-profit trade association, and Tremont Capital Group, one of the nation's leading consulting firms specializing in the ATM industry, have announced the publication of a new comprehensive guide analyzing the Americans with Disabilities Act ("ADA") relative to the ATM industry.

Tremont Capital Group's endorsed study explains the intricacies of the highly technical regulations that go into effect in March 2012. The guide was primarily designed for Independent ATM Deployers ("IADs"), formerly known as ISOs, but is equally relevant for financial institutions, manufacturers, and all other vendors to the ATM industry.

The analysis, conducted by Tremont Capital Group's CEO, Sam M. Ditzion, a widely respected industry consultant, provides the following information: A detailed overview of the ADA and how it applies to ATMs; a description key dates; a detailed discussion of "safe harbor," "undue burden," and "undue hardship;" a discussion regarding who enforces the ADA and how it is enforced; an overview of who is responsible if ATMs are not compliant; an analysis of possible upcoming developments that could impact ATM ADA compliance; an extremely detailed summary of every aspect of the ADA that relates to ATMs; a detailed self-reported summary provided by each major IAD ATM manufacturer describing how each of their specific models are and are not compliant; and, a discussion about recommended next steps for achieving compliance. Tremont Capital Group's guide does not provide legal advice but rather the necessary tools to create a roadmap and implementation strategy.

"Tremont's ADA guide is hands down the most comprehensive source of information that has ever been written on the ADA for the ATM industry," commented Mike Lee, ATMIA's CEO. "This guide is a 'must have' for all IADs and other industry players that want to better understand the details behind the regulations so that they can get on track before the upcoming deadline."

"ADA compliance is one of the most complex but critical issues the ATM industry has faced, and Tremont's guide does a phenomenal job explaining the nuances," said Haze Lancaster, a partner in ATM USA, LLC and the chairman of the ATMIA IAD committee.

"As the final countdown to the compliance date begins, the stakes could not be higher," said Sam Ditzion, CEO of Tremont Capital Group. "Some ATM deployers may be tempted to take their chances and hope for the best, but the consequences for non-compliance are stiff."

The guide is available for single license purchase through the ATMIA by ATMIA members for \$499 and by non-members for \$950 (until August 31, 2011). The price of the guide will increase to \$649 for members and \$1,100 for non-members on September 1, 2011.

For industry stakeholders in need of private consultations regarding ADA compliance and other ATM industry topics, Tremont Capital Group offers fee-based consulting services.

You can purchase the guide, by [clicking here](#) or contacting [Sharon Lane](#) or [Amber Howell](#) directly.

For more information on the study, contact Sam M. Ditzion at [SMD@tremontcapitalgroup.com](mailto:SMD@tremontcapitalgroup.com).

### **ABOUT ATMIA ([www.atmia.com](http://www.atmia.com))**

The ATM Industry Association is a global non-profit trade association with nearly 2,400 members in 60 countries. Its mission is to promote ATM convenience, growth and usage worldwide, protect the ATM industry's assets, interests, good name and public trust; and provide education, best practices, political voice and networking opportunities for member organizations. In June 2003, ATMIA established the Global ATM Security Alliance (GASA) with the mission to employ global security resources in a united alliance in order to protect the ATM industry from criminal activity.

### **ABOUT TREMONT CAPITAL GROUP, INC.**

Tremont Capital Group is the nation's leading provider of business strategy consulting, ADA compliance, valuation, and merger & acquisition advisory services to the ATM and related industries. To learn more about the services provided by Tremont Capital Group, please visit [www.tremontcapitalgroup.com](http://www.tremontcapitalgroup.com) or call 617-482-8866.