

Datacard® Desktop Card Printer Family

OUTSTANDING  
PERFORMANCE  
AND VALUE



# SECURE, DURABLE, ATTRACTIVE CARDS

## CREATE THE BEST BALANCE OF FEATURES AND FUNCTIONALITY

No matter what your card issuance program requires, Datacard offers a full range of desktop card printers that let you achieve the right balance of features, functionality and value. Whether you want to print name-and-photo ID cards, take advantage of two-sided color printing, or issue highly secure cards that incorporate biometrics and other advanced technologies, Datacard offers a printer engineered to meet your needs.

**Smart card personalization** supports e-purse schemes, identity programs and other applications.

**Color or monochrome photos** with high-quality, brilliant colors and consistent printing make cards more attractive and secure.

**DuraGard® laminates** enhance durability, extend card life and improve card security to reduce the risk of tampering and forgery.

**Multiple Optical Variable Devices (OVDs)**, such as a guilloche pattern, laser retrievable covert text, and micro-printing maximize security when used in combination.

**Holographic artwork** is nearly always destroyed during any attempt to alter an ID, so any attempt at forgery is easily recognized.

**Biometric technology** leverages fingerprints and other impossible-to-replicate data to provide the highest levels of card security.

**Proximity cards** utilize an embedded Radio Frequency Identification (RFID) transponder for remote card reading in access control and other applications.



**Advanced Imaging Technology™** uses optimized print ribbons and user-adjustable image controls to help ensure sharp imaging across the entire ID.

**Logos, signatures and other graphic elements** provide issuers with an easy way to make every photo ID unique.

**Ghost images**, or smaller photo reproductions, are extremely tamper-evident and help increase card security.

**Magnetic stripe encoding and bar codes** make your photo IDs compatible with facility access, time-and-attendance and other automated systems.

# ENSURE EXCEPTIONAL QUALITY



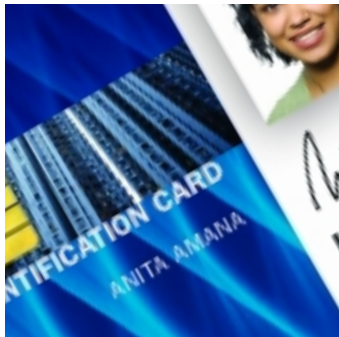
## CHOOSE DATACARD FOR HIGH-QUALITY, FEATURE-RICH, COST-EFFECTIVE CARD PRINTERS

With Datacard® card printers, any organization can issue high-quality personalized cards — without sacrificing security or compromising the budget. Powered by intuitive Datacard identification software, these dependable card printers deliver the speed, reliability and low total cost of ownership that are absolutely essential for maintaining an efficient, affordable and profitable card program.

More than a decade ago, Datacard invented digital card printing. Today, we are the largest global manufacturer of ID solutions. Our printers drive successful card programs for a growing number of businesses, schools, healthcare providers, health clubs, hotels, resorts and government organizations. That is why experienced card issuers choose Datacard® desktop card printers — because they know we can meet their unique needs for quality, security, functionality, design and cost.

## WHY CHOOSE DATACARD?

- Superior print quality for personalized cards and photo IDs
- Proven reliability
- Smart card, magnetic stripe, proximity and bar code options
- Multiple card security features
- Plug-and-play simplicity, Windows®-based operating environment
- Low total cost of ownership
- Automatic card cleaning
- Card design flexibility with Datacard® identification software
- Wide selection of printers, software and accessories
- Reliable, system-matched supplies



# POWERFUL CHOICES FOR ANY APPLICATION



## SP35 CARD PRINTER

### AFFORDABLE LOW-VOLUME CARD PRINTING

Choose the Datacard® SP35 card printer for an unprecedented combination of performance and value. Anyone with basic computer skills can master it in minutes, and it is priced so everyone can afford it.

- One-sided inline printing
- Up to 500 one-color or 120 full-color cards per hour
- Field upgradeable magnetic stripe and smart card options
- Full range of bar code capabilities
- Quick-change supplies



## SP55 CARD PRINTER

### VERSATILE LOW- TO MID-VOLUME CARD PRINTING

The Datacard® SP55 card printer combines the power and capabilities of a professional-grade card printer with the compact simplicity of a desktop printer. Choose any combination of smart cards, proximity cards, bar codes, magnetic stripes and two-sided printing.

- One-sided or two-sided inline printing
- Up to 700 one-color or 180 full-color cards per hour
- Field upgradeable magnetic stripe and smart card options
- Full range of bar code capabilities
- Optional locks for input hoppers
- Quick-change supplies
- Ethernet connectivity, LCD options



## MAGNA™ PLATINUM™ SERIES CARD PRINTER

### ROBUST MID-VOLUME CARD PRINTING

Datacard® Magna™ Platinum™ Series card printers provide mid-volume card issuance programs with exceptional performance, reliability and intuitive operation.

- One-sided or two-sided inline printing
- Up to 650 one-color or 200 full-color cards per hour with lamination
- Multiple magnetic stripe and smart card options
- Full range of bar code capabilities
- Inline application of secure topcoats and Datacard® DuraGard® laminates
- Locking hoppers, covers and printing options for extra security



## IMAGECARD® IV CARD PRINTER

### ADVANCED HIGH-VOLUME PRINTING

The Datacard® ImageCard® IV card printer delivers superior image quality for two-sided, full-color cards at print speeds that rival large, centralized card issuance systems.

- One-sided or two-sided inline printing standard
- Up to 300 one-color with lamination or 210 full-color cards per hour
- Full-color or one-color printing with lamination
- Inline application of secure topcoats and DuraGard laminates
- Optional dual lamination
- Multiple magnetic stripe and smart card options
- Locking hoppers and cover for extra security

# HIGH-IMPACT DESKTOP PRINTERS



	SP35 Card Printer	SP55 Card Printer	Magna Platinum Series Card Printer	ImageCard IV Card Printer
One-color, one-sided print speed	Up to 500 CPH	Up to 700 CPH	Up to 650 CPH	Up to 300 CPH
One-color, two-sided print speed	————	Up to 300 CPH	Up to 290 CPH	Up to 200 CPH
Full-color, one-sided print speed	Up to 120 CPH	Up to 180 CPH	Up to 200 CPH**	Up to 210 CPH**
Full-color, two-sided print speed	————	Up to 115 CPH	Up to 150 CPH**	Up to 145 CPH**
Inline topcoats	Yes (T-panel)	Yes (T-panel)	Yes	Yes
Inline DuraGard® laminates	————	————	Yes	Yes
Bar codes	Yes	Yes	Yes	Yes
Proximity	————	Yes	Yes	Yes
Magnetic stripes	Yes*	Yes*	Yes	Yes
Contact smart card	Yes*	Yes*	Yes	Yes
Contactless smart card	Yes*	Yes*	Yes	Yes
Connectivity	USB	USB, Ethernet	USB, Parallel	Parallel
Supply kits available	Yes	Yes	————	————

\* Field upgradable

\*\* Includes laminate



## ENSURE SUPERIOR PERFORMANCE WITH SYSTEM-MATCHED SUPPLIES

Protect your investment in Datacard desktop card printers by only using Datacard® Certified Supplies. You can count on Datacard for all your supplies needs. We engineer superior performance and reliability into every system-matched supply item we offer. For you, that means smooth printing, brilliant image quality, high security and exceptional performance. Worldwide representation creates a fast, direct connection with the supplies and support you need, when and where you need them. To ensure you are using Datacard Certified Supplies, look for ribbons that feature our distinctive *blue* cores with platinum flecks.

# EXPERT SUPPORT WHEREVER YOU DO BUSINESS

Datacard Group provides the software, systems and professional services needed to build profitable card programs. The company's portfolio includes a complete line of secure card personalization systems, digital identity systems and smart card solutions. Datacard Group, which is privately held and based in Minnetonka, Minnesota, serves customers in more than 120 countries. For more information, contact the Datacard Group office in your area or visit [www.datacard.com](http://www.datacard.com).

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# DatacardGroup

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

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