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SP PLUS SERIES PRINTER OVERVIEW

As successful printers mature and become the industry standard, there comes a point in time when they need a boost. As a result, Datacard Group is proud to introduce the Datacard® SP Plus Series card printers with a “boost of energy”. The new SP Plus Series printers have taken the best from the current and highly successful SP Series printers and added the features and functionality to once again drive them to the top of the leader board in the card printer market.

We understand that in order for you to be successful you need the latest and most exciting products to help solve your customers’ problems. The SP Plus Series printers deliver the excitement, features and the functionality so vital in making you and our customers successful.

From print speeds that rival much larger more expensive solutions, to unique printing options and functionality that make printing cards much easier and efficient, the SP Plus Series printers coupled with our industry leading software and capture solutions make it the leader in the card issuance marketplace.

The following is just one of the many new and exciting printers that make up the new SP Plus Series. The following information will help you understand why Datacard and the SP Plus Series of printers has led and will continue to lead in helping our customers solve their unique card program needs.

If you have any questions regarding the new SP35 Plus card printer please contact your Datacard sales representative.

SP35 PLUS PRINTER INTRODUCTION

The Datacard® SP35 Plus card printer offers everything you need to print vivid, one-sided color cards. This convenient, easy-to-use printer is ideal for issuing education, healthcare and staff IDs.

The SP35, the predecessor to the SP35 Plus printer began the revolution in the card printer marketplace. It set forth the ground work for a line of card printers that all competitors envy to this day. From simplified and efficient design to effective usability, the SP35 and now the SP35 Plus printer continues to lead the way in convenience and easy operation.

The improvements that make up the new SP35 Plus printer are designed to enhance the user experience, improve production and increase functionality which in turn creates more demand for the product and increases your success.

KEY SP35 PLUS PRINTER IMPROVEMENTS

The following are the improvements from the current SP35 card printer to the new SP35 Plus card printer.

Look / Feature / Functionality	SP35 Plus Printer
Product name	SP35 Plus Printer
Product nameplate on printer	New - More polished look and feel
Printer colors	SP Plus series printers have new darker gray enclosures, unique blue translucent hoppers and cover will remain
Throughput Speed:	
Card picking	Improved first card picking by 25%
Color Simplex	YMCKT: <ul style="list-style-type: none"> o Old: Up to 120 cph o New: Up to 160 cph
Mono Simplex	K: <ul style="list-style-type: none"> o Old: Up to 500 cph o New: Up to 750 cph
Printer Operation Improvements	
Card scratching	<ul style="list-style-type: none"> o Input gate improvements o Transport improvements o Duplex improvements
Improved card picking	New non-aging rubber composition for more robust reliability
Improved high speed precision drive mechanism	Higher speed printing and quieter operation
Silent cooling system	Virtually silent, long life cooling fan system
Enhanced color tables	New color tables for more realistic colors
Thermal compensation	Improved card to card density for longer card programs
New Supplies	
New print ribbons	ymcKT short panel 650 yield
Improved cleaning system	Larger cleaning sleeve for improved cleaning performance
New Options	
New ability to print on clear cards	New option
Input hopper empty notification option	New option – requires application development
Printer Driver Improvements / Changes	
Microsoft® Windows® operating system support and new Datacard® Open Platform printer driver that supports non-Windows operating systems i.e. Linux	Windows XP & 2000 operating systems only – no support for older operating systems. We are working on Vista™ operating system – available summer 2007
Windows Operation System Support	Windows XP & 2000 only – no support for older operating systems. We are working on Vista – available summer 2007
Interface	With 2.0 driver – have moved more functionality to tool box for easier access including card counters
Supplies reordering message	Added pop-up message to allow channel partners to customize their URL to direct customers to order supplies
Supply “Gas Gauge”	New Tool Box page to view how much supplies are still available – both ribbons and laminates
Monochrome dithering	Enhanced functionality to improve dithered images
Printer ICON on the desktop	New and improved Icon for better usability and branding

KEY SELLING POINTS

The SP35 Plus card printer is designed for a variety of low to moderate volume card printing applications. The SP35 Plus card printer offers easy and convenient operation that your customers demand. In addition, the SP35 Plus card printer offers features that make it a leader in its category. The following are some features and benefits that clearly outline the Datacard SP35 Plus card printer as an innovative trendsetter:

Easy

- User friendly printer driver
- Error-free ribbon supply loading
- Card input and output accessibility

Convenient

- Small size = less desk or counter space
- Supplies kits contain ribbons, and cleaning supplies in one affordable and easy-to-use box
- Field encoding upgradeability

Feature	Distribution Benefit	End-User Benefit
Small	Less storage space	Less desk space required
Lightweight	Easily portable for demos Lower shipping costs In some cases, lower customs fees	Easily portable Easy to unpack and install
Input and output hoppers in front	Strong and unique selling feature	Better accessibility Less desk space required
Field upgradeability for magnetic stripe and/or smart card	Potential for follow-up sales calls Allows ability to stock printers Allows for faster delivery time	Fast delivery once order is placed and flexibility to upgrade the printer in the future (delay purchasing decisions on options)
Proprietary Ribbons <ul style="list-style-type: none"> - Auto Ribbon ID - Supply usage monitor - Ribbon Saver 	Helps build supplies business	Provides high quality images Automatically sets ribbon type Less ribbon waste Automatically adjusts printer setting for optimum printer quality Notifies when ribbon is low Increases ribbon yield in monochrome applications
High Yield Ribbons	Fewer ribbons required in stock Lower inventory cost	Supplies are changed and reordered less frequently with less user interaction required
Supplies available in kits instead of individually	Fewer supplies SKUs required	All in one kit provides increased productivity and convenient printer maintenance
Cleaning Supplies	Fewer cleaning supplies provide greater flexibility Cleaning supplies available in ribbon kit – fewer supplies SKUs	Easy to understand cleaning instructions increase productivity and reduce printer downtime
Thermal Printheads	Spare part opportunity	Operator replaceable printheads reduce printer downtime.

Feature	Distribution Benefit	End-User Benefit
Printer Driver Translated into Spanish, Japanese, Simplified Chinese, German and French	Less training and reduced service costs	Convenient usability
Innovative e-guide help	Reduced training time and calls for help	Quicker way to get to help screens
User information included on printer and supplies	Reduced training time and calls for help	Quicker supply changes and greater understanding of printer operation.

PRODUCT POSITIONING – DATACARD® PRINTERS

Datacard Group now offers four uniquely different products within the SP Plus Series printer family in addition to the RP90 Plus card printer. As we continue to expand the Datacard printer offering, it is very important to make sure each product is positioned appropriately. The following lists the proper positioning for each SP Plus Series and RP90 Plus printer.

Feature	SP25 Plus Printer	SP35 Plus Printer	SP55 Plus Printer	SP75 Plus Printer	RP90 Plus Printer
Positioning	Affordable and Flexible	Easy and Convenient	Fast and Versatile	Secure and Durable	Advanced Imaging
Print Speed (color/monochrome)	Manual feed	Up to 160/750 cph	Up to 190/1000 cph	Up to 175 cph	Up to 100 cph
Printing Options					
Rewritable Card Printing	•				
Full Color/Monochrome Printing	•	•	•	•	•
Retransfer Printing					•
Manual Card Feed	•	•	•	•	•
Automatic Card Feed		•	•	•	•
Simplex	•	•	•	•	•
Duplex			•	•	•
Quality Offset-Like Printing					•
Technology Card Printing					•
Encoding Options					
Magnetic Stripe	•	•	•	•	•
Smart Card Options	•	•	•	•	•
Proximity Card Options			•	•	
Card Durability Options					
T-Panel <i>(In-line within ribbon)</i>	•	•	•	•	•*
One-Sided Lamination <i>(Clear Topcoat or Clear Datacard® DuraGard® Laminate)</i>				•	•
Two-Sided Lamination <i>(Clear Topcoat and/or Datacard® DuraGard® Laminate)</i>				•	

Feature	SP25 Plus Printer	SP35 Plus Printer	SP55 Plus Printer	SP75 Plus Printer	RP90 Plus Printer
Card Security Options One-Sided Lamination <i>(Custom Topcoat or DuraGard® Custom Security Laminate)</i> One- or Two-Sided Lamination <i>(Custom Topcoat and/or DuraGard® Custom Security Laminate)</i> Ultraviolet fluorescent printing				• • •	•
Datacard® Certified Supplies Intelligent Supplies Technology™ Advanced Imaging Technology™	• •	• •	• •	• •	•

* T-panel protection provided by separate InTM ribbon

SP25 Plus:

The Datacard® SP25 Plus printer is a low volume, manual feed printer designed for, one-sided card printing with rewritable functionality. The affordable SP25 Plus card printer combines high-quality, full-color card printing and innovative rewritable card technology in a cost-effective design that is ideal for low-volume applications.

SP35 Plus Printer:

The Datacard® SP35 Plus card printer offers a powerful combination of convenience and easy operation. It is ideal for retail/loyalty and membership cards, and secure IDs for small businesses.

SP55 Plus Printer:

The Datacard® SP55 Plus card printer delivers fast speeds and the versatility to print many different cards. It is perfect for casino/loyalty, education and corporate IDs.

SP75 Plus Printer:

The Datacard® SP75 Plus card printer is specifically engineered to deliver highly secure IDs for government agencies, high-tech corporations, universities and other security-minded organizations.

RP90 Plus Printer:

The Datacard® RP90 Plus card printer is a one- or two-sided retransfer printer specifically engineered to help government agencies and other organizations issue secure, material-independent identification cards that contain the latest contact and contactless smart card technologies.

SUPPLIES OVERVIEW

The SP35 Plus card printer offers the same supplies available for use in other SP or SP Plus series card printers, and introduces several new supply items:

- + ymcKT Short Panel Ribbon Kit
 - + 650 image yield
 - + Ideal for cost conscious customers
 - + Priced to be competitive against other short panel ribbons on the market today

- + Enhanced Cleaning Sleeve
 - + Replaces existing cleaning sleeve used in SP series products
 - + Available in 5-pack and in all ribbon kits.
 - + Larger diameter cleaning sleeve provides 50% more cleaning surface, the best cleaning system in the card printer industry.

Your best choice for supplies

Protect your investment in Datacard® solutions by only using Datacard® Certified Supplies. You can count on Datacard for all your supply 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, Datacard® DuraGard® laminates, and topcoats that feature our distinctive **blue** cores with platinum flecks®.

DISTINCTIVE **BLUE CORE WITH PLATINUM FLECKS®**

To ensure you are using Datacard Certified Supplies, look for ribbons, laminates and topcoats that feature our distinctive **blue** core with platinum flecks®. The color blue with platinum flecks mark is a registered trademark of DataCard Corporation in the United States, European Union and/or other countries.

DATACARD CERTIFIED SUPPLIES FEATURING INTELLIGENT SUPPLIES TECHNOLOGY™

Datacard ribbons provide real value to the consumer through our patented Intelligent Supplies Technology. Datacard supplies include a number of enhancements when compared to supplies used in competitive printers.

- + Ribbon saver
- + Automatic ribbon identification
- + Ribbon low warning and on-line supplies ordering

The SP35 Plus card printer features Datacard® proprietary ribbons, which are designed specifically for the SP35 Plus card printer. When the printer recognizes that a Datacard® ribbon is installed, all enhanced product features are enabled and successful card printing can begin. The printer will only print color images and laminate cards when Datacard® proprietary supplies are installed. Datacard Group is your exclusive source for proprietary ribbons for the SP35 Plus card printers.

Ribbon Saver

Datacard ribbons help to eliminate waste and can actually save ribbon, increasing the yield a customer can achieve from one roll of ribbon. Because these ribbons are designed specifically for use in the SP35 Plus card printer, only Datacard Certified Supplies offer this type of savings.

Monochrome Ribbons: Instead of advancing one card length of ribbon for every printed card, the SP35 Plus card printer advances just past the actual portion of ribbon that is being used to print on the card. Depending on the card layout, this feature may double and in some cases triple the standard yield of the monochrome ribbon. Ribbon savings are the highest in card designs with printing on the leading edge of the card.

Color Panel Ribbons: The SP35 Plus card printer is able to automatically identify the ribbon configuration installed, without advancing the ribbon one set of panels. This eliminates the unnecessary loss of ribbon when the printer is reinitialized.

Automatic Ribbon Identification

When new Datacard ribbons are installed in the SP35 Plus, the printer is alerted of the change and automatically updates its internal print settings and offsets according to those of the newly loaded ribbon. When changing colors of monochrome ribbons, or putting in a new color panel ribbon configuration, the end-user does not need to make any changes to the printer settings. The ribbon type is immediately recognized and the printer automatically adjusts settings for the highest quality printing.

Ribbon Low Warning and On-Line Supplies Ordering

The SP35 Plus card printer tracks the number of print jobs consumed on each roll of ribbon and provides a warning message when the available ribbon remaining is low. Within this message, the end-user will be able to automatically elect to be taken to a web site for immediate supplies ordering. Installers can change this address to their web site, so customers are more easily directed for supplies ordering. End-users can also update this address to the Datacard Certified Supplies reseller/dealer of their choice.

COLOR RIBBON KITS

Ribbon kits include one roll of ribbon, one isopropanol cleaning card, and one adhesive cleaning sleeve. These three items are contained in a Datacard branded box, complete with loading instructions and other important information.

One new ribbon is available for use in the SP35 Plus card printer.

- + **ymcKT Short Panel Ribbon.** This ribbon is economical as it provides shorter color panels for photos, and a standard sized K-panel and T-panel for black printing and full card topcoat protection.

+
NEW

+
NEW

Supply Item	Yield	SP25	SP25 Plus	SP35	SP35 Plus	SP55	SP55 Plus	SP75	SP75 Plus
YMCKT	125	✓	✓						
YMCKT	250			✓	✓	✓	✓	✓	✓
YMCKT	500			✓	✓	✓	✓	✓	✓
ymcKT	125	✓	✓						
ymcKT	650				✓		✓		✓
YMCKT-K	375						✓		✓
YMCKT-KT	300					✓	✓	✓	✓
YMCK	500							✓	✓
YMCK-K	500							✓	✓
YMCKF-KT	300							✓	✓
KT	1,000			✓	✓	✓	✓	✓	✓

MONOCHROME RIBBON KITS

Each ribbon kit contains one roll of monochrome ribbon, one adhesive cleaning sleeve, and one isopropanol cleaning card. The SP35 Plus card printer uses the same monochrome ribbons as the SP35 card printer and several other SP Series card printers.

Supply Item	Yield	SP25	SP25 Plus	SP35	SP35 Plus	SP55	SP55 Plus	SP75	SP75 Plus
Standard Black	1,500			✓	✓	✓	✓	✓	✓
Black HQ	500	✓	✓						
Black HQ	1,500				✓	✓	✓	✓	✓
Dark Blue	1,500			✓	✓	✓	✓	✓	✓
White	1,500			✓	✓	✓	✓	✓	✓
Red	1,500			✓	✓	✓	✓	✓	✓
Green	1,500				✓	✓	✓	✓	✓
Flat Silver	1,500			✓	✓	✓	✓	✓	✓
Flat Gold	1,500				✓	✓	✓	✓	✓
Scratch-off	1,500			✓	✓	✓	✓	✓	✓
Metallic Silver	1,500				✓	✓	✓	✓	✓
Metallic Gold	1,500				✓	✓	✓	✓	✓
Holographic Fleck	1,500				✓	✓	✓	✓	✓

CLEANING SUPPLIES

The cleaning system for the SP35 Plus card printer includes a user replaceable adhesive cleaning sleeve to clean the cards prior to and after each printing. An isopropanol cleaning card is also used to clean the card transport rollers and the optional magnetic stripe head. The adhesive cleaning sleeve and isopropanol cleaning cards are available in each ribbon kit as well as separately.

The SP35 Plus card printer requires the use of four cleaning supplies for regular preventative maintenance:

- + New Enhanced Adhesive Cleaning Sleeve
- + Isopropanol Cleaning Card
- + Isopropanol Cleaning Pen
- + Adhesive Cleaning Card

The enhanced cleaning sleeve replaces the existing cleaning sleeve for all SP series and SP Plus series card printers and includes 50% more cleaning surface area. The adhesive cleaning sleeve and isopropanol cleaning card are available in all ribbon kits and available separately in a convenient 5-pack.

REPLACEMENT PRINTHEADS

Supply Item	SP25	SP25 Plus	SP35	SP35 Plus	SP55	SP55 Plus	SP75	SP75 Plus
Color and Rewritable Printhead	✓	✓						
Color Printhead			✓	✓	✓	✓	✓	✓
Monochrome Printhead			✓	✓	✓	✓		

MARKET OPPORTUNITIES

The easy to use SP35 Plus printer is the ideal printing solution for education, healthcare and staff IDs. This convenient printer is also versatile enough to meet your customers' needs in a variety of other markets. No matter what the situation the SP35 Plus printer will deliver both ease of use and convenience.

Education (K-12)

One of the key responsibilities for schools is to provide a safe, secure environment for children, faculty, staff and visitors. Security has become increasingly more important in today's environment. With the SP35 Plus printer, software and camera you can provide a complete product solution to make it easier for schools to stay safe at the value price!

Small Corporations

Protecting employees, property, and profits are the main concern to corporations today. Identifying who should or should not be allowed access can be achieved through visual, physical and logical identification. Based on the corporations needs, Datacard can offer products and development tools for a successful integrated solution.

Loyalty/Retail

The Loyalty/Retail market is a fast growing market. More retailers are interested in understanding each customer's buying habits. With loyalty/retail cards retailers can not only track the customer's buying habits but also design specific marketing campaigns that would be attractive to that particular end user. With the SP35 Plus card printer, retailers can offer customized loyalty cards on the spot, eliminating any inconvenience.

Membership

Today's market is driven by customization, one-to-one marketing. With identity information, organizations can provide special incentives to their members and conduct aggressive direct marketing campaigns. Membership organizations can use photo ID solutions to ensure member-only access to their facilities and track member service usage during each visit. The customers also have an option to use their cards throughout the facility instead of having to carry cash or credit cards for additional purchases.

Resort and Hospitality Markets

The SP35 Plus card printer is ideal for the resort/hospitality market. With colorful, bright photo loyalty or room key card, your customers will be able to track guest traveling habits, preferences and market their business appropriately with loyalty points, aggressive discounts and additional give a ways. What other way to grow your business but by having a strong loyalty campaign! The SP35 Plus printer can help your customer realize this great opportunity.

BID SPECIFICATIONS

The following are the standard specifications of the SP35 Plus card printer. Please use this information when bidding the Datacard SP35 Plus card printer and supplies for any new or ongoing programs.

Printer:

Standard Features

- One-sided, edge-to-edge printing
- Full-color or monochrome imaging
- Full color printing: Up to 160 cards per hour (YMCKT ribbon) – print speed
- Monochrome printing: Up to 750 cards per hour (K ribbon) – print speed
- Input hopper holds 100 .030 in. (.76mm) cards
- Output hopper holds 20 .030 in. (.76mm) cards
- Microsoft® Windows® 2000, XP printer drivers and Open Platform driver for non-Windows operating systems i.e. Linux
- Printer Driver
 - User adjustable image and color controls
 - User defined print and topcoat panel blocking region
 - Stand-alone diagnostics
 - Color image preview and color preview test card, provides the ability to load a custom bitmap for the color settings preview

- On-line user help via driver and new E-guide
- Printer toolbox has also been translated to Brazilian Portuguese, in addition to other languages.
- The Windows XP and 2000 operating system drivers run in user mode and allow installation on Windows Server™ 2003 operating system
- Supplies usage tab
- Printer pooling for Microsoft® Windows® 2000 and XP operating systems
- Audible and visual message prompts
- Automatic card feed
- Datacard® Certified Supplies featuring Intelligent Supplies Technology™ with enhanced features
 - Automatic ribbon identification and validation
 - Automatic printer settings and offsets
 - Ribbon low warning
 - Advanced Imaging Technology™
 - Ribbon Saver
- Continuous user replaceable cleaning sleeve
- Operator-replaceable print heads
- Quick-change error free ribbon loading cartridge
- Online user help via driver and E-guide
- Twenty four month standard depot warranty for printer
- Twenty four month print head warranty - no prorating; no card counting

Standard Specifications

- Print capabilities:
 - Edge-to-edge printing
 - Continuous-tone, full-color, black-and-white photos
 - Alphanumeric text, logos and digitized signatures
 - Variety of bar codes
 - Background patterns
 - Monochrome printing on clear cards
- Print resolution: 300 dots per inch
- Electrical requirements: Dual voltage-auto sensing
 - 100/120V, 50/60 Hz
 - 220/240V, 50/60 Hz
- Communications: Bi-directional USB
- Plastic cards accepted:
 - Size: 3.370 in. x 2.125 in. (85.6mm) x (53.98mm)
 - Type: PVC with glossy laminate surface; other core materials with PVC overlaminates are optional
 - Clear cards
- Resident memory 8MB
- Climate Conditions
 - 60 to 95 degrees F (15C to 35C)
 - 20% to 80% non-condensing humidity
- Storage Conditions
 - 5 F to 140 F (-15C to 60C)
 - 10% to 90% - Humidity

- Datacard® Certified Supplies:
 - Ribbon kits include: One proprietary print ribbon, one adhesive cleaning sleeve, and one alcohol cleaning card
 - Ribbons available:
 - o YMCKT (three colors, true black and topcoat) – 250 and 500 images per roll
 - o ymckT (short panel, three colors, true black and topcoat) – 650 images per roll
 - o KT (true black with topcoat) – 1000 images per roll
 - o K (true black) – 1500 images per roll
 - o Additional colors available (red, dark blue, green, silver, white, scratch-off gray)
 - Cleaning supplies available:
 - o Alcohol Cleaning Card
 - o Adhesive Cleaning Sleeve
 - o Alcohol Cleaning Pen
 - Storage Conditions for the Datacard® Certified Supplies:
 - o 32 to 77 degrees F (0C to 25C)
 - o 40% to 60% Humidity
 - o No direct sunlight
- Physical dimensions: 16.5 in. L x 7.78 in. W x 9 in. H (419 mm x 198 mm x 229 mm)
- Weight: less than 9 lbs (4 kg) depending on printer configuration options
- Shade count: 256 shades

Agency Approvals

- The Safety approvals:
 - Demko
 - UL
 - cUL
- FCC Emissions:
 - FCC CFR 47, part 15, subparts b and c, class A
- European EMC
 - Emissions: EN55022:1998
 - Immunity: EN55024: 1998
- RTTE:
 - ETSI 300-330
 - ETSI 300-489-3:2000
- RoHS – EU and China

Options

- ISO Magnetic stripe encoding
 - IAT or NTT
 - Dual high - and -low – coercivity
 - Tracks 1, 2 and 3
- Smart card personalization
 - Dual contact/contactless SCM reader
 - GemPC USB reader
 - Contact station
- Magnetic stripe encoding with smart card personalization

- Magnetic stripe and smart card field upgradeability
- Clear card personalization
- Input hopper empty
- Customized service plans

FREQUENTLY ASKED QUESTIONS

Q: *Why do Datacard® SP Plus Series print ribbons come in “Ribbon Kits”?*

A: We have simplified the supply cleaning and ordering process by including one isopropanol cleaning card and one adhesive cleaning roller in every box of print ribbon. This provides end-users with the convenience of having the cleaning supplies at your fingertips to help maintain the optimum performance of your SP Plus series card printer. We recommend performing a cleaning cycle and replacing the adhesive sleeve each time you load a new print ribbon.

Q: *What benefits are available when Datacard® ribbons are used on the SP35 Plus card printer?*

A: All Datacard® print ribbons for the SP35 Plus card printer are equipped with Intelligent Supplies Technology. This innovative new technology utilizes a specially engineered RF(Radio Frequency) tag embedded onto the ribbon take-up core. Each RF tag is individually programmed with important information about the ribbon. The SP35 Plus card printer requires the RF tag on the take-up core and the information provided on the tag, to take advantage of enhanced value-added features available in the SP35 Plus card printer.

These enhanced features include:

- + Automatic Supply Validation – When a print ribbon is installed, the printer automatically checks to see that the loaded print ribbon matches the requirements of the current print job.
- + Automatic Printer Settings & Offsets – When a new print ribbon is installed, the printer detects the change and updates the printer settings automatically. This insures optimum image quality.
- + Ribbon Saver – Maximizes the yield of the print ribbon
 - Color Printing: The printer identifies the print ribbon without consuming one ribbon set of color panels; eliminating wasted ribbon.
 - Monochrome Printing: The printer uses only the minimum amount of print ribbon required to print the specified card, increasing the yield from each ribbon.
- + Ribbon Low Warning Message – Ribbon print jobs are tracked and an operator message is provided when the printer is almost out of ribbon, helping reduce the downtime between ribbon changes.

Q: *What is the Ribbon Saver feature and how does it work?*

A: The Ribbon Saver feature is unique to the Datacard® ribbons used in SP Plus series card printers.

Monochrome print ribbon: Instead of advancing one card length of ribbon for every printed card, the SP35 Plus card printer advances just past the actual portion of the ribbon that has just been used. Depending on the card design, this feature can potentially triple the standard yield of a monochrome print ribbon!

Color panel ribbon: The SP35 Plus card printer is able to automatically identify the ribbon configuration without advancing the print ribbon one panel set. This eliminates the unnecessary loss of ribbon when the printer is turned off and reinitialized.

Q: *Can I take a partially used print ribbon from one SP35 Plus card printer and use it in another SP35 Plus card printer?*

A: Yes. The individual print ribbon information is maintained on the RF tag; not in the card printer. When a partially used print ribbon is installed into a second SP35 Plus card printer, the RF tag on the take-up core informs the printer of the type of print ribbon installed and the remaining number of images available on the supply core. When multiple SP35 Plus printers are used in a print-farm, print ribbons can be freely exchanged between printers.

Q: *Do the ribbons that are presently available for use in other SP series card printers and SP Plus series printers work in the SP35 Plus card printer?*

A: All of the print ribbon kits that are available for the SP35 card printer can be used in the SP35 Plus card printer.

Q: *Can the SP35 card printer work with other Datacard® print ribbons?*

A: Ribbons that are qualified for use in earlier Datacard printers are not designed, qualified or recommended for use in the SP35 Plus card printer. Ribbons used with other Datacard printers do not contain the new core design and the RF tag that provides enhanced printer features such as Ribbon Saver and auto ribbon detect.

Q: *Does the SP35 Plus card printer operate with monochrome ribbons provided by third party-suppliers?*

A: The only monochrome ribbons that function with the SP35 Plus card printer are the ribbons listed above all other monochrome ribbons are not recognized by the SP35 Plus card printer and will not allow the printer to produce cards.

Q: *How does the SP35 Plus card printer recognize the isopropanol-cleaning card used to perform a cleaning cycle?*

A: Unlike other desktop printers that use an adhesive-cleaning card, the SP35 Plus card printer utilizes a single isopropanol-cleaning card to clean both the transport rollers, magnetic stripe head and card flipper. Through the printer driver, the end user must request that a cleaning cycle be performed. At that time, the driver prompts the end-user to insert the isopropanol-cleaning card into the SP35 Plus card printer.

Q: *Can I use Datacard® StickiCard™ adhesive-backed cards in the SP35 Plus card printer?*

A: Yes. The SP35 Plus card printer has the ability to print on StickiCard adhesive-backed cards.

ORDERING AND PRICING INFORMATION

Pricing information will be distributed via the normal process. We will also be adding the SP35 Plus card printer to our demo promotion program which is offered to all our distribution channels. Please use the normal process to order your demo units.

The following is the retail price for the SP35 Plus card printer. A more detailed pricing chart for both printer options and supplies will be delivered via the normal process.

	MSRP (US\$)
Printer:	
SP35 Plus card printer – Color	\$ 2,195
SP35 Plus card printer – Monochrome	\$ 1,895

MARKETING COLLATERAL AND ACTIVITIES

For more information on the SP35 Plus card printer, the following information will be available on PartnerPageSM (www.partnerpage.com) at the end of April:

- SP35 Plus card printer data sheet
- SP35 Plus and SP55 Plus card printer supplies data sheet
- Datacard® card printer brochure
- SP Plus printer web banner
- SP plus printer advertisement
- Sample card projects

IMPORTANT DATES

Product Overview – Available via PartnerPage.com	April 20
Price Pages Available via PartnerPage.com	April 20
Sales Training – Web Casts	Start - Week of April 16
Product Shipments Start	May 18
Official Public Product Launch – Cards Asia Trade show Datacard.com end-user information available	April 25

PRODUCT SPOTLIGHT STATEMENTS

The following 25 and 75 word positioning statements have been provided to help in the creation of web content, sales proposals, and other sales/marketing content that you may need to provide.

25 words:

The Datacard® SP35 Plus card printer offers everything you need to print vivid, one-sided color cards. This convenient, easy-to-use printer is ideal of issuing education, healthcare and staff IDs.

75 words:

The Datacard® SP35 Plus card printer offers everything you need to print vivid, one-sided color cards. With its productive print speed, superb image quality and easy operation, this convenient printer is ideal for issuing education, healthcare and staff IDs – and more. It can also be configured for magnetic stripe encoding and smart card personalization. The SP35 Plus printer is light and portable, and its plug-and-play design is simple to master.

COMPETITIVE ANALYSIS

When comparing the SP35 Plus printer with other low-end card printers, there is really no comparison. The SP35 Plus card printer is unique in its feature sets and flexibility.

Below is the Complete Competitive Advantage:

- Superb image and card quality
- Distribution optimized ribbon and cleaning system
- Field upgradeability for magnetic stripe and/or smart card
- Smart card capabilities
- Unmatched and undisputed service and support
- Patented card input and output in front of printer

COMPETITIVE COMPARISON

	Datacard	Evolis	Fargo	Zebra	Zebra
Name	SP35 Plus	Pebble	Persona C30 - Single Sided	P110i	P210i
Print Speed	160 CPH YMCKT	150 CPH YMCKO	133 CPH YMCKO	Full color printing YMCKO* 120cph	120 CPH YMCKO
	750 CPH Mono	1000 CPH Mono	514 CPH Mono w/ overlay 300 CPH		900 CPH Mono
Weight	8 to 9 lbs.	13 lbs.	8 lbs.	9.5 lbs.	6.4 lbs.
ISO Mag Stripe Encoding	Optional	Optional	Optional	Optional	Optional
Smart Card Options			None Available	None Available	None Available
Contact Smart Card Encoding	Optional				
Contactless Smart Card Encoding	Optional	Optional			
Smart Card Contact Station	Optional	Optional			
Communication Types	USB	USB/Parallel	USB	USB	USB/Parallel

	Datacard	Evolis	Fargo	Zebra	Zebra
Functional Display	Not available	Not available	LED	LCD	Not available
Input Hopper Capacity	100 cards	100 Cards	100 Cards	100 Cards	50 Cards
Output Hopper Capacity	20 cards	50 Cards	30 Cards	45 Cards	20 Cards
Operating System Support	Windows 2000/XP and Open Platform Driver for non- Windows Operating Systems	Windows 95/98/ME/NT4.0/2000/XP	Windows 98SE/ME/2000/XP	Windows 2000/XP	Windows 98/ME/NT/2000/XP
Printer Warranty	24 months	24 Months	24 months	12 months	24 months
Printhead Warranty	24 months	24 Months	24 months	12 months	24 months
Field Upgradeable	Yes	Yes	Yes - Mag stripe only	Not available	Not available
Card Creation Software Included	Yes	Yes	Yes	No	Yes
Accessibility	Front Input and Output	Rear input, front output	Side input, opposite side output	Rear input, front output	Front input, rear output
Full Color, Mono max. images	250 YMCKT	200 YMCKO (5 panel)	250 YMCKO	200 YMCKO	500 Black
Per cartridge or roll	500 YMCKT	400 YMCKO (1/2 panel)	500 KO	1000 Monochrome	100 YMCKO
	650 ymcKT	500 KO			
	1000 KT	1000 Monochrome			
	1500 K				
Ribbon Saver Feature	Yes	No	No	No	Yes

* All competitive data as presented on internet at competitors' web sites as of April 2007.

ADDITIONAL INFORMATION

Please contact your sales manager or sales support representative for more information on Datacard SP35 Plus card printer and supplies.

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