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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 SP55 Plus card printer please contact your Datacard sales representative.

SP55 PLUS PRINTER INTRODUCTION

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.

Much like the introduction of the SP35 printer, the SP55 was again the printer that solved people’s problems. From its advanced communication options to industry leading performance, the SP55 printer set the standard.

With the SP55 Plus printer, that industry leading standard has been raised. Adding even more industry leading printing performance, increased versatility and user demanding operation, the SP55 Plus printer will again set a new standard in the fast and versatile printer category.

KEY SP55 PLUS PRINTER IMPROVEMENTS

The following are the improvements from the current SP55 to the new SP55 Plus card printer.

Look / Feature / Functionality	SP55 Plus Printer
Product name	SP55 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 180 cph o New: Up to 190 cph
Mono Simplex	K: <ul style="list-style-type: none"> o Old: Up to 700 cph o New: Up to 1000 cph
Color Duplex	YMCKT-K(New): <ul style="list-style-type: none"> o New: Up to 155 cph
Color Duplex	YMCKT-KT: <ul style="list-style-type: none"> o Old: Up to 115 cph o New: Up to 120 cph
Mono Duplex	K: <ul style="list-style-type: none"> o Old: Up to 300 cph o New: Up to 450 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 YMCKT-K 375 yield
Improved Cleaning System	Larger cleaning sleeve for improved cleaning performance
New Options	
New ability to print on clear cards	New option
Input hopper out option	New option – requires application development
Ethernet	New 10/100 mbps data transmission
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
Microsoft® Windows operating system support	Windows XP & 2000 operating systems only – no support for older operating systems. We are working on Vista™ operating system – 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

What sets the SP55 Plus card printer apart from all other printers in the market?

The SP55 Plus card printer has the power and capabilities of a professional-grade card printer with the compact simplicity of a desktop printer. The result is a card printer like no other – advanced enough for complex security programs, simple and affordable enough for businesses launching their first card program. The following features and benefits clearly establish the SP55 Plus card printer as an innovative trendsetter within the global market:

Feature	Distribution Benefit	End-User Benefit
Small Footprint	Less storage space Lower shipping costs	Less desk space required Easily moved
Lightweight	Portable for demos Lower shipping costs In some cases, lower customs fees	Portable Easy to unpack and install
Input and output hoppers in front	Strong and unique selling feature Exclusive Datacard design	Convenience for the operator Better accessibility to cards Less desk space required
Field upgradeable for magnetic stripe and/or smart card	Potential for follow-up/upgrade sales calls Allows ability to stock printers Allows for faster delivery time	Fast delivery once order is placed Flexibility to upgrade the printer in the future
Ethernet on board	Allows you to hook printer directly to a network connection	Network Connectivity No need for dedicated PC No additional hardware required (i.e. Troy Box)
OpenCard Compatibility	Compatibility with UltraGrafix [®] 285 system applications	Direct networking
Proprietary Ribbons - Auto Ribbon ID - Supply usage monitor - Ribbon Saver	Helps build supplies business Lock in customer relationships Optimizes print quality Minimizes technical support requirements for ribbon compatibility issues	Provides high quality images Automatically sets ribbon type Reduces ribbon waste Automatically adjusts printer settings for optimum printer quality Notifies when ribbon is low Significantly 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 Pulls through additional commodity level supplies revenue	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	Original printhead warranty is 24 months Replacement printhead warranty is 90 days or the duration of original printer warranty	Operator replaceable printheads minimize printer downtime Minimize maintenance costs
Printer Driver Translated into Spanish, Japanese, Simplified Chinese, German and French	Less training and reduced service costs	Convenient usability
Innovative InfoCentral help	Reduced training time and calls for help	Quick and easy access to help screens

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 printers.

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>				•	
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

PRODUCT POSITIONING – DATACARD® PRINTERS (continued)

SP25 Plus Printer:

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 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.

SP55 Plus Printer:

The Datacard® SP55 Plus card printer is the fastest in the series, and has the versatility to print many kinds of cards. It is perfect for government, transportation 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 SP55 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 customer
 - + Priced to be competitive against other short panel ribbons on the market today

- + YMCKT-K Color Panel Ribbon Kit
 - + 375 card yield
 - + Perfect for customers who print color on the card front and bar codes or other black monochrome information on the card back
 - + Provides competitive response to similar markets available from other equipment manufacturers

- + Enhanced Cleaning Sleeve
 - + Replaces existing cleaning sleeve used in SP printer 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, laminates, and topcoats 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 SP55 Plus card printer features Datacard® proprietary ribbons, which are designed specifically for the SP55 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 is your exclusive source for proprietary ribbons for the SP55 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 SP55 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 SP55 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 and Laminates: The SP55 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 SP55 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 SP55 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.

Two new ribbons are available for use in the SP55 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.
- + **YMCKT-K Color Panel Ribbon.** This ribbon is ideal for customers who print full color images on the front of their card, but only require bar codes or other monochrome black information on the back. Designed and priced to be competitive with similar ribbons available from competitors, this ribbon has no T-panel for the back of the card, making it more cost effective than the standard YMCKT-KT ribbon.

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			✓	✓	✓	✓	✓	✓

+
NEW

+
NEW

MONOCHROME RIBBON KITS

Each ribbon kit contains one roll of monochrome ribbon, one adhesive cleaning sleeve, and one isopropanol cleaning card. The SP55 Plus card printer uses the same monochrome ribbons as the SP55 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				✓	✓	✓	✓	✓

REPLACEMENT PRINTHEADS

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

CLEANING SUPPLIES

The cleaning system for the SP55 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 SP55 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.

MARKET OPPORTUNITIES

The SP55 Plus card printer is so advanced and yet so competitively priced, that it opens up new market opportunities. The SP55 Plus printer is ideal for:

- Loyalty/Retail Markets
- Education Markets
- Access Control/Corporate ID Markets
- Entertainment Markets
- Resort and Hospitality Markets
- Membership Markets
- Small Government Markets
- Health Care Markets
- Financial Markets (Flat Graphics only)
- And those markets where competitive or legacy Datacard card printers currently reside

The SP55 Plus printer should be targeted toward any customer that has a need to print a mid-to-high volume of cards per year and is looking for a smart, reliable and affordable printer that is easy to operate!

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 SP55 Plus printer, software and camera you can provide a complete product solution, making it possible for schools to stay safe and secure at one great low value price!

The SP55 Plus card printer is ideal for:

- Student, staff and visitor photo identification badges
- Employee time and attendance tracking
- Access control for secured facilities
- Registration process and record keeping
- Cash free meal programs
- Library/book store check-out use
- Transportation use

Small Corporations

Protecting employees, property, and profits are the main concern of 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.

The SP55 Plus card printer is ideal for:

- Employee photo identification badges
- Access control for secure corporate facilities
- Visitor identification badges
- Cashless cafeteria and gift shop purchases
- Employee time and attendance tracking

Keep in mind that the SP55 Plus card printer is field upgradable for smart card capability. If the customer is not ready to commit the resources for the smart card – sell the field upgrade option.

Loyalty/Retail

The Loyalty/Retail market is quickly becoming a sizable and ever increasing 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 customer. With the SP55 Plus card printer, retailers can offer customized loyalty cards on the spot, eliminating any inconvenience.

The SP55 Plus card printer is ideal for:

- Pre-printed loyalty cards
- Custom designed loyalty cards
- Registration process and record keeping
- Employee photo identification badges

- Employee time and attendance tracking

Membership

Today's market is driven by customized 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.

The SP55 Plus card printer is ideal for:

- Membership and staff photo identification badges
- Access control for secure building entrances
- Front desk registration
- Cashless purchases in on-site restaurants
- Accurate membership billing
- Employee time and attendance tracking

Entertainment

The gaming industry is becoming a highly profitable venture. Casinos are able to offer more than just fun and games! With an SP55 Plus printer integrated ID or membership system, casinos will be able to offer a complete solution to their VIP customers. With a membership card, customers will be acknowledged for their frequent visits, and therefore the casinos will be able to provide them with special privileges depending on their level of spending.

The SP55 Plus card printer is ideal for:

- Frequent player loyalty cards
- Cashless restaurant and gift shop purchases
- Access control for secure casino areas
- Employee photo identification badges
- Employee time and attendance tracking

Small Government/Municipalities

Security is a key component to government agencies. The government market is projected to grow by 20% per year. With growth, comes financial challenges. The SP55 Plus printer is ideal for small government projects that are looking for simple yet high quality single sided or two-sided ID cards. The SP55 Plus printer offers a simple solution at a value price!

The SP55 Plus card printer is ideal for:

- Access cards
- Employee badges
- Welfare Benefit cards
- Community center ID cards
- Library cards
- Special membership/perk cards
- Transit passes
- Military Badges

BID SPECIFICATIONS

The following are the standard specifications of the SP55 Plus card printer. Please use this information when bidding the SP55 Plus card printer and supplies for any new or ongoing programs.

Printer:

Standard Features

- Single or double sided, edge to edge printing
- Full-color or monochrome imaging
- Full color printing: Up to 190 cards per hour (YMCKT ribbon) – print speed; up to 155 cards per hour (YMCKT-K)
- Monochrome printing: Up to 1000 cards per hour (K ribbon) – print speed
- Input hopper holds 100 .030 in. (.76mm) cards
- Output hopper holds 40 .030 in. (.76mm) cards
- USB cable connection
- 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
- Audio 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 SaverContinuous user replaceable cleaning sleeve
- Operator-replaceable print heads
- Quick-change ribbon cartridge
- Online user help via driver and E-guide
- 24 month standard depot warranty for printer
- 24 month printhead warranty – no prorating, no card counting

Networking Option

- Direct-connect 10/100 Base-T Ethernet
- OpenCard data format – **Not Available in All Areas**
- 38 bitmap fonts: Arial (7 sizes), Arial Bold (7 sizes), Courier (6 sizes), Courier Bold (6 sizes), Times (6 sizes), Times Bold (6 sizes)

- Barcodes: 3 of 9, Interleaved 2 of 5, UPC, Code 128
- SNMP
- DHCP
- Printer Driver compatible
- LCD Panel

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: Bidirectional 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 16MB
- 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:
 - YMCKT-KT (three colors, black, topcoat, black-topcoat) – up to 300 images per roll
 - YMCKT-K (three colors, black, topcoat, black) – up to 375 images per roll
 - YMCKT (three colors, black and topcoat) – up to 250 and 500 images per roll
 - ymckT (three colors short panel, black and topcoat) – up to 650 images per roll
 - KT (true black with topcoat) – up to 1000 images per roll
 - K (true black) – up to 1500 images per roll
 - Additional colors available (red, dark blue, green, silver, gold, metallic silver, metallic gold, white, and scratch-off gray)
 - Cleaning supplies available:
 - Alcohol Cleaning Card
 - Adhesive Cleaning Sleeve
 - 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 11 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- China)

Options

- Magnetic stripe encoding
 - ISO IAT or NTT
 - Dual high - and -low – coercivity
 - Tracks 1, 2 and 3
- Smart card personalization
 - Dual contact/contactless SCM reader
 - HID® PC Prox reader
 - HID® iCLASS® reader/writer
 - Contact station
 - Other smart card options
- Magnetic stripe encoding with smart card personalization
- Magnetic stripe and smart card field upgradeability
- Customized service plans
- Clear card support
- Input hopper empty
- 200 card input hopper
- 200 card output hopper
- Lockable input tray
- Printer to desk security lock
- Soft-sided carrying case

FREQUENTLY ASKED QUESTIONS

Q. *What is the print speed of the SP55 Plus card printer?*

A. The print speed for the SP55 Plus card printer is:

One-sided Printing:

Up to 190 cards per hour (YMCKT ribbon)
ribbon)

Up to 1000 cards per hour (K ribbon)

Two-sided Printing:

Up to 155 cards per hour (YMCKT-KT

Up to 450 cards per hour (K ribbon)

Q. *Is the SP55 Plus card printer field upgradeable?*

A. Yes. The SP55 Plus card printer is field upgradeable for magnetic stripe and/or smart card options by a Datacard authorized service provider; however, printers are not upgradeable from simplex to duplex.

Q. *What field upgrade kits do the SP35 Plus and the SP55 Plus card printers use?*

A. Both SP35 Plus and SP55 Plus card printers will use the same field upgrade kits for the magnetic stripe encoding (IAT only) and for the smart card encoding. The exception is the PC Prox or iCLASS by HID® reader which is not available on the SP35 card printer.

Q. *What communication interfaces will the SP55 Plus card printer support?*

A. At initial release the SP55 Plus card printer will support USB connectivity. A later release of the SP55 Plus card printer will also support the Ethernet option.

Q. *What driver does the SP55 Plus card printer use?*

A. The SP55 Plus card printer uses version 2.0 of the Datacard® Printer Driver.

Q. *What operating systems can be used with the SP55 card printer?*

A. The SP55 Printer card printer can be used with Microsoft® Windows® 2000, XP operating systems. Datacard has found that Windows 2000 and XP operating systems provide optimal USB support.

Q. *How does Ribbon Saver work for monochrome ribbons in the SP55 Plus card printer?*

A. When a Datacard monochrome ribbon is installed in an SP Plus Series monochrome card printer, the printer is automatically updated on the ribbon color, printer settings, and remaining yield. At this time, Ribbon Saver is automatically enabled and less ribbon is consumed with each printed image. Instead of consuming one full call length of ribbon for every printed image, the printer uses a minimal amount of ribbon, the distance from the left hand edge of the card to the right hand edge of the image, plus a small amount in between. The result is an overall ribbon savings from **10 to 66** percent over competitor ribbons.

Q. *Can I use color panel ribbons in a monochrome printer?*

A. No. Color panel ribbons cannot be used in monochrome printers.

Q. Can I use monochrome ribbons in a color SP55 Plus card printer?

A. Yes. The SP55 Plus card printer has been enhanced so that monochrome images will print the same high quality in both color and monochrome SP55 printers.

Q: Does the SP55 Plus card printer operate with monochrome ribbons provided by third party-suppliers?

A: The only monochrome ribbons that function with the SP55 Plus card printer are the ribbons listed above all other monochrome ribbons are not recognized by the SP55 Plus card printer and will not allow the printer to produce cards.

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

A. The Ribbon Saver feature is only available in the SP Plus Series card printers (SP35 Plus and SP55 Plus) and is available only when Datacard ribbons are used in those printers.

For monochrome print ribbon applications: Instead of advancing one card length of ribbon for every printed card, the SP55 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.

For YMCKT-KT, YMCK and KT print ribbon applications: The SP55 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. What are the annual card volumes for the SP55 Plus printer and what happens if you exceed these volumes?

A. We recommend that the SP55 Plus printer be used in programs producing no more than 25,000 full color cards per year. If the anticipated card volume exceeds 25,000, we recommend evaluating the customer's needs for a different printer.

Q. What is the printer warranty?

A. Datacard warrants the SP55 Plus card printer for 24 months from the date of Datacard's shipment. If you wish to have onsite warranty, it is available at an additional cost

Q. What is the printhead warranty for the SP55 card printer?

A. The original printhead warranty is twenty four (24) months from the date of Datacard's shipment. This warranty applies to the printhead that comes installed in the new printer. Warranty replacement of the original printhead will carry the remainder of the original twenty four (24) warranty or ninety (90) days from the date of Datacard's shipment, whichever is longer. Spare printheads have a ninety (90) day warranty.

Q: What benefits are available when Datacard® ribbons are used on the SP55 Plus card printer?

A. All Datacard® print ribbons for the SP55 Plus card printer are equipped with Intelligent Supplies Technology™. This innovative new technology utilizes a specially engineered RF tag embedded onto the ribbon take-up core. Each RF tag is individually programmed with important information about the ribbon. The SP55 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 SP55 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 SP55 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 SP55 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 SP55 Plus card printer and use it in another SP55 Plus card printer?*

A. Yes. The individual print ribbon information is maintained on the RF(Radio Frequency) tag; not in the card printer. When a partially used print ribbon is installed into a second SP55 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 SP55 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 SP55 Plus card printer?*

A. All of the print ribbon kits that are available SP35, SP55, and SP35 Plus card printers can be used in the SP55 Plus card printer.

Q: *Can the SP55 Plus 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 SP55 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: How does the SP55 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 SP55 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 SP55 Plus card printer.

Q: Can I use Datacard® StickiCard™ adhesive-backed cards in the SP55 Plus card printer?

A. Yes. The SP55 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 SP55 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 retail price for the SP55 Plus card printer. A more detailed pricing chart for both printer options and supplies will be delivered via the normal process.

	MSRP (US\$)
Printer:	
SP55 Plus card printer - Color	\$ 2,895
SP55 Plus card printer - Monochrome	\$ 2,595
SP55 Plus card printer - Duplex option	\$695

MARKETING COLLATERAL AND ACTIVITIES

For more information on the SP55 Plus card printer, the following information will be available on PartnerPageSM (www.partnerpage.com) the end of April:

- SP55 Plus card printer data sheet
- SP55 Plus and SP35 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	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® 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.

75 words:

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. This fast printer maximizes productivity for personalizing one- or two-sided cards. It also features optional magnetic stripe encoding and smart card personalization capabilities, a high-capacity input/output hopper, a standard LCD panel and optional Ethernet connectivity. Visit www.datacard.com/ID for more detail.

COMPETITIVE ANALYSIS

When comparing the SP55 Plus printer with other mid volume card printers, there “really is no comparison.” The SP55 Plus card printer is unique in its multitude of technically advanced and innovative feature sets, yet flexible and aggressively priced for the market.

The competitive advantages gained with the use of the SP55 Plus card printer:

- Superb image and card quality
- Aggressive pricing
- Feature rich card printer
- Network printer options
- Intelligent supplies technology with optimized ribbon and cleaning system features
- State of the art smart card capabilities
- Field upgradeability for magnetic stripe and/or smart card
- High quality service and support
- Card input and output in front of printer

COMPETITIVE ANALYSIS (Continued)

	Datacard	Evolis	Fargo	Zebra
Name	SP55 Plus	Dualys	DTC400	P120i
Print Speed	190 CPH (one-sided)	150 CPH YMCKO	133 CPH YMCKO	120 CPH YMCKO Single Side
	155 CPH (two-sided)	125 CPH YMCKOK	514 CPH Mono w/ overlay 300 CPH	90 CPH YMCKOK Dual Sided
	Mono. 1000 CPH (one-sided)	1000 CPH Mono Single Sided,		
	Mono. 450 CPH (two-sided)	350 CPH Dual		
Weight	11 lbs.	16.31 lbs.	Single sided, 8 lbs. Dual sided, 11.55 lbs.	9.5 lbs.
ISO Magnetic Stripe Encoding	Option	Optional	Option	Optional
Smart Card Options				
Contact Smart Card Encoding	Yes	Yes	Yes	
Contactless Smart Card Encoding	Yes	Yes	Yes	
Prox Card Encoder	Yes		Yes (read only)	
Smart Card Contact Station	Yes	Yes	Yes	
Communication Types	USB/Ethernet	USB/Parallel	USB standard/Ethernet Optional	USB
Functional Display	LCD	Not available	LCD	LCD
Input Hopper Types	100 cards	300 Cards	100 Card	100 Cards
Lockable Input Hopper Option	Optional	No	No	No
Output Hopper Types	40 cards	300 Cards	30 Card	45 Cards
Operating System Support	Windows 2000/XP and Open Platform Driver for non- Windows Operating Systems	Windows NT 4.0/2000/XP w/ Linux option	Windows 98SE/ME/2000/XP/Server 2003	Windows 2000/XP
External Lock Option (Type)	Yes	Not available	Not available	Not available
Printing Options	Simplex/Duplex, Color/Mono	Simplex/Duplex, Color/Mono	Simplex/ Duplex, Color/Mono	Simplex/Duplex, Color/Mono
Printer Warranty	24 months	24 months	12 months	12 months
Printhead Warranty	24 months	24 months	12 months	12 months
Field Upgradeable	Yes	Not available	Yes	Not available
Card Creation Software Included	Yes	Yes	Yes	No
Accessibility	Front Input and Output	Rear input, front output	Side input, opposite side output	Rear input, front output
Full Color/Mono Max. images per cartridge or roll	250 YMCKT 500 YMCKT 300 YMCKT-KT 1000 KT 1500 K	200 YMCKO (5 panel) 400 YMCKO (1/2 panel) 500 KO 1000 Monochrome 200 YMCKO/K (6 panel)	250 YMCKO 200 YMCKOK 500 BO 500 KO 200 YMCFKO	200 YMCKO 165 YMCKOK 1000 Monochrome
Ribbon Saver Feature	Yes	No	No	No

* 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 SP55 Plus card printer and supplies.

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