

## DATACARD® SP75 PLUS PRODUCT GUIDE

- SECURE
- DURABLE



**Datacard**Group

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

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## **SP PLUS SERIES PRINTER OVERVIEW**

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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 SP75 Plus card printer please contact your Datacard sales representative.

## **DATACARD® SP75 PLUS PRINTER INTRODUCTION**

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The SP75 Plus card printer brings an unprecedented combination of advanced security, extreme versatility and high reliability to the market as well as increased opportunities to you and your customers. The SP75 Plus printer enhances our SP Plus Series printer line by offering a secure, dependable mid-to-high volume card printer solution. It is built upon our proven and highly reliable SP Series print engine. The SP75 Plus printer is the workhorse for those programs requiring mission critical reliability, versatility and high security.

The great momentum Datacard Group started and continues to influence in the card printer marketplace has changed the way total printer solutions are viewed on a global basis. Datacard has this revolutionary and technically advanced technology with the introduction of the innovative SP75 Plus card printer.

## KEY SP75 PLUS PRINTER IMPROVEMENTS

The following are the improvements from the current SP75 card printer to the new SP75 Plus card printer.

Look / Feature / Functionality	SP75 Plus Printer
<b>Product name</b>	SP75 Plus Printer
<b>Product nameplate on printer</b>	New - More polished look and feel
<b>Printer colors</b>	SP Plus series printers have new darker gray enclosures, unique blue translucent hoppers and cover will remain
<b>Throughput Speed:</b>	
<b>Card picking</b>	Improved first card picking by 25%
<b>Color Simplex Single Lamination</b>	YMCK: <ul style="list-style-type: none"> <li>o Old: Up to 170 cph</li> <li>o <b>New: Up to 175 cph</b></li> </ul>
<b>Color Duplex Single Lamination</b>	YMCK-K: <ul style="list-style-type: none"> <li>o Old: Up to 150 cph</li> <li>o <b>New: Up to 165 cph</b></li> </ul>
<b>Color Duplex Dual Lamination</b>	YMCK-K: <ul style="list-style-type: none"> <li>o Old: Up to 90 cph</li> <li>o <b>New: Up to 105 cph</b></li> </ul>
<b>Printer Operation Improvements</b>	
<b>Card scratching</b>	<ul style="list-style-type: none"> <li>o Input gate improvements</li> <li>o Transport improvements</li> <li>o Duplex improvements</li> </ul>
<b>Improved card picking</b>	New non-aging rubber composition for more robust reliability
<b>Improved high speed precision drive mechanism</b>	Higher speed printing and quieter operation
<b>Silent cooling system</b>	Virtually silent, long life cooling fan system
<b>Laminator cartridge</b>	More robust laminator gate allowing for easier supplies loading
<b>Enhanced color tables</b>	New color tables for more realistic colors
<b>Thermal compensation</b>	Improved card to card density for longer card programs
<b>New Supplies</b>	
<b>New print ribbons</b>	ymckT short panel 650 yield YMCKT-K duplex 375 yield
<b>Improved cleaning system</b>	Larger cleaning sleeve for improved cleaning performance
<b>New Options</b>	
<b>Input hopper empty notification option</b>	New option – requires application development
<b>Ethernet</b>	New 10/100 mbps data transmission
<b>Printer Driver Improvements / Changes</b>	
<b>Microsoft® Windows® operating system support and new Datacard® Open Platform printer driver that supports non-Windows operating systems i.e. Linux</b>	Windows XP & 2000 operating systems only – no support for older operating systems. We are working on Vista™ operating system – available summer 2007
<b>Microsoft® Windows operating system Support</b>	Windows XP & 2000 only – no support for older operating systems. We are working on Vista™ – available summer 2007
<b>Interface</b>	With 2.0 driver – have moved more functionality to tool box for easier access including card counters
<b>Supplies reordering message</b>	Added pop-up message to allow channel partners to customize their URL to direct customers to order supplies
<b>Supply “gas gauge”</b>	New Tool Box page to view how much supplies are still available – both ribbons and laminates
<b>Monochrome dithering</b>	Enhanced functionality to improve dithered images
<b>Printer ICON on the desktop</b>	New and improved Icon for better usability and branding

## KEY SELLING POINTS

The SP75 Plus card printer is a high performance printer designed with the user in mind. It combines all the instrumental features required to enable fast, easy card personalization for secure and durable cards, magnetic stripe encoding and smart card personalization all in one compact user-friendly design. The SP75 Plus printer is ideal for governments, universities and corporations requiring secure cards with holographic or clear laminates for security and/or durability.

The SP75 Plus card printer with Advanced Imaging Technology™ provides optimum image quality at 300 dpi print resolution for precise, readable bar codes, ID photos, graphics, and text. Plus, it offers optional magnetic stripe encoding and several integrated smart card options that can be installed in the factory or upgraded in the field, which adds great flexibility and unrealized profit. When a secure or durable card is needed, the SP75 Plus printer is the perfect solution combining remarkable image quality coupled with Datacard® DuraGard® security and durability laminates and topcoats.

The SP75 Plus printer also features Datacard® Advanced Imaging Technology™ - which leverages optimized print ribbons to improve the quality and sharpness of photos, graphics and logos on both four-color and monochrome cards.

## 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 offerings, 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
<b>Positioning</b>	Affordable and Flexible	Easy and Convenient	Fast and Versatile	Secure and Durable	Advanced Imaging
<b>Print Speed (color/monochrome)</b>	Manual feed	Up to 160/750 cph	Up to 190/1000 cph	Up to 175 cph	Up to 100 cph
<b>Printing Options</b>					
Rewritable Card Printing	•			•	
Full Color/Monochrome Printing	•	•	•	•	•
Retransfer Printing				•	•
Manual Card Feed	•	•	•	•	
Automatic Card Feed		•	•	•	•
Simplex	•	•	•	•	•
Duplex			•	•	•
Quality Offset-Like Printing					•
Technology Card Printing					•
<b>Encoding Options</b>					
Magnetic Stripe	•	•	•	•	•
Smart Card Options	•	•	•	•	•
Proximity Card Options			•	•	

**PRODUCT POSITIONING – DATACARD® PRINTERS (Continued)**

Feature	SP25 Plus Printer	SP35 Plus Printer	SP55 Plus Printer	SP75 Plus Printer	RP90 Plus Printer
<b>Card Durability Options</b> 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>	•	•	•	•	•*
<b>Card Security Options</b> 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				•	•
<b>Datacard® Certified Supplies</b> Intelligent Supplies Technology™ Advanced Imaging Technology™	•	•	•	•	•

**Product Positioning – Datacard Printers (table continued from previous page)**

\* T-panel protection provided by separate InTM ribbon

**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 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**

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The SP75 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
  
- + 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 series 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 SP75 Plus card printer features Datacard® proprietary ribbons, laminates and topcoats, which are designed specifically for the SP75 Plus card printer. When the printer recognizes that a Datacard® supply 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 SP75 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 SP75 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 SP75 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 highest in card designs with printing on the leading edge of the card.

Color Panel Ribbons and Laminates: The SP75 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 SP75 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 SP75 Plus card printer tracks the number of print jobs consumed on each roll of ribbon and laminate 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 SP75 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.

**Color Ribbons available for use in SP series and SP Plus series card printers.**

+  
**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			✓	✓	✓	✓	✓	✓

**DATACARD® DURAGARD® VIRTUAL EDGE-TO-EDGE LAMINATES**

Each SP75 Plus card printer includes either one or two laminators, both capable of running Datacard® DuraGard® Clear or Secure Laminates and Clear or Secure Topcoats. Two laminators allow customers to use two different laminates or topcoats for added security and/or increased production. DuraGard Virtual Edge-to-Edge Laminates are larger in size and cover more of the card surface than laminates designed for use in the Datacard® Magna™ Class printers and Datacard® ImageCard™ IV card printers.

- + Clear and secure topcoat
- + DuraGard 0.5 mil clear and 0.6 mil secure laminate
- + DuraGard 1.0 mil clear and secure laminate

The SP75 Plus laminator and laminate supply design has allowed Datacard to increase the size of all DuraGard laminates and improve the consistency in which each laminate is applied to the card. The result is that all cards laminated on the SP75 Plus card printer include DuraGard Virtual Edge-to-Edge Laminate which covers over 95% percent of the card surface, increasing the security and durability of all cards printed and laminated on the SP75 Plus card printer. The laminate edge and the card edge are virtually the same.

**Superior Laminate Patch Coverage:**  
*DuraGard laminates used in the SP75 Plus card printer are larger than any other CR80/ID1 size laminates*

Manufacturer	Printer	Laminate Height	Laminate Width	Edge Margins (Top and Bottom)	Edge Margins (Left and Right)
<b>Datacard Laminates</b>					
<i>ImageCard® Printer Series Laminates</i>		2.00	3.25	0.063	0.060
<i>SP75 Plus (virtual edge-to-edge) Laminates</i>		2.06	3.31	0.030	0.030
<b>95.5% Coverage</b>				50% decrease in edge margin	
<b>Fargo Laminates</b>					
90.8% Coverage	<i>DTC Printers</i>	2.00	3.25	0.063	0.060
90.8% Coverage	<i>Pro-LX</i>	2.00	3.25	0.063	0.060
<b>Zebra Laminates</b>					
90.4% Coverage	<i>P500 &amp; P520</i>	2.00	3.24	0.063	0.065
94.5% Coverage	<i>P620 &amp; P720 (linerless)</i>	2.05	3.30	0.038	0.035
<b>MagiCard Laminates</b>					
90.8% Coverage	<i>Sicura Laminator</i>	2.00	3.25	0.063	0.060
<b>Nisca Laminates</b>					
90.8% Coverage	<i>PR5101</i>	2.00	3.25	0.063	0.060
<b>JVC</b>					
89% Coverage	<i>CX710</i>	1.98	3.22	0.073	0.075

All dimensions in inches  
 Nominal card dimensions are 2.125" by 3.370" (CR80 cards)  
 All laminates are carrier-based, except P620 and P720, which are linerless laminates  
 Datacard ImageCard Printer Laminates include the laminates used in the  
     Datacard® ImageCard™ IV printer  
     Datacard® ImageCard™ Magna™ Class printer  
     Datacard® Magna™ Class card printer with Advanced Imaging Technology™  
     Datacard® Magna™ Platinum™ Series card printer  
 Dimensional measurements were obtained from competitive websites and the measurement of competitive supplies.

**GREATER VARIETY OF SECURITY AND DURABILITY SUPPLIES**

The SP75 Plus card printer also includes several unique security and durability supply items, previously unavailable in other Datacard card printers.

- + Security Topcoat with Registered and Random Security Images. Security topcoats can include random security images or registered security images.
- + Smart Card Laminates. SP75 Plus laminates for smart cards include a window instead of a cutout, providing greater card protection and security around the smart card chip.
- + Magnetic Stripe Laminates. SP75 Plus laminates are available for magnetic stripe applications. Now customers have the ability to apply DuraGard security laminates on both the front and back of magnetic stripe cards.
- + Additional Security Features. SP75 Plus laminates include additional security features previously only available in DuraGard Optigram® Laminates. Security features such as guilloche patterns, laser-retrievable covert text, and SecureText™ microprinting are available in security topcoat and DuraGard 0.6 mil security laminate.

**MONOCHROME RIBBON KITS**

Each ribbon kit contains one roll of monochrome ribbon, one adhesive cleaning sleeve, and one isopropanol cleaning card. The SP75 Plus card printer uses the same monochrome ribbons as the SP75 card printer and several other SP Series card printers.

**Monochrome ribbon kits available for use in the SP75 and SP75 Plus 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**

Monochrome printing in the SP75 Plus card printer has been optimized so one printhead can be used to accomplish both color and monochrome printing. The same printhead can be used in the SP35, SP35 Plus, SP55, and SP55 Plus color printers.

<b>Supply Item</b>	<b>SP25</b>	<b>SP25 Plus</b>	<b>SP35</b>	<b>SP35 Plus</b>	<b>SP55</b>	<b>SP55 Plus</b>	<b>SP75</b>	<b>SP75 Plus</b>
Color and Rewritable Printhead	✓	✓						
Color Printhead			✓	✓	✓	✓	✓	✓
Monochrome Printhead			✓	✓	✓	✓		

### **CLEANING SUPPLIES**

The cleaning system for the SP75 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. Datacard Group also offers an adhesive cleaning card for use in the laminators. This cleaning card is only required with secure topcoat is used in the laminator. For those hard to reach areas or stubborn debris, an isopropanol-cleaning pen is available.

The SP75 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. A different adhesive cleaning card is also available to clean the SP75 Plus laminators, but is only required when secure topcoat is used. This card is not required when DuraGard laminates are run.

## **MARKET OPPORTUNITIES**

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With increased emphasis on security throughout the world requiring an integrated secure identification solution, the SP75 Plus printer delivers all the needed features and functionality to make a successful card program

- The SP75 Plus printer is specifically designed for those applications and/or markets that require any of the following:
  - Physical card security
  - Extended card life
  - A secure printing environment
  - A highly reliable solution
  - A full solution with tested and integrated components from a single source

The SP75 Plus card printer is so feature rich yet competitively priced, that it opens up new market opportunities. The SP75 Plus printer is ideal for:

- Corporations
  - Corporate identity, access control
- Colleges and universities
  - Campus solutions
- Government facilities
  - IDs, Access Control
- Local government
  - City Personnel, Police, Emergency Management,
- Federal government agencies
  - National IDs, Driver's License, Health Cards, Military ID's, Border Control ID's
- And those markets where competitive or legacy Datacard card printers reside

With the SP75 Plus printer advanced security options you must look for opportunities where any of the following apply:

- Mission critical applications
- The need for secure finished card construction
- The need for increased card durability & reliability
- The need to produce cards in a secure environment – theft thought-out deterrents
- The need to secure both used and un-used supply components

The SP75 Plus printer should be targeted toward any customer that is looking for advanced security and durability features for their card program.

## **BID SPECIFICATIONS**

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The following are the standard specifications of the SP75 Plus card printer. Please use this information when bidding the Datacard SP75 Plus card printer and supplies for any new or ongoing programs.

### **Printer:**

#### **Standard Features**

- One-sided or two-sided, edge-to-edge printing
- Full color or monochrome imaging
- Up to 175 cards per hour front side YMCK ribbon with front side lamination
- Up to 165 cards per hour front side YMCK-K ribbon, back side K with front side lamination

- Direct-connect 10/100 Base-T Ethernet
- Input hopper holds 100 - .030 in. (.76mm) cards (200 card hopper optional)
- Output hopper holds 40 - .030 in. (.76mm) cards (100 card hopper optional)
- LCD panel
- USB Cable Connection, Ethernet support
- 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 cleaning roller
- Operator-replaceable print heads
- Easy-change ribbon cartridge replacement
- Easy-change laminate and topcoat cartridge replacement
- Twenty Four month standard depot warranty for printer
- Twenty Four month printhead warranty - no pass restrictions

### **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
- Lamination and topcoat capabilities
  - Lamination and duplex standard + Second laminator option
  - Both topcoat or patch lamination in any laminator
  - Printer automatically adapts to supply type
  - Superior laminate patch coverage
  - Energy saving idle feature

- 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, Ethernet
- 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
- Resident memory: 16MB
- Climate Conditions
  - 60 to 95 degrees F (15°C to 35°C)
  - 20% to 80% non-condensing humidity
- Storage Conditions
  - 5°F to 140°F (-15°C to 60°C)
  - 10% to 90% - Humidity
- Datacard® Certified Supplies:
  - Ribbon kits include: One print ribbon, one adhesive cleaning sleeve, and one Isopropanol cleaning card
  - Ribbon kits available:
    - YMCK (three colors, black) – up to 500 images per roll
    - YMCK-K (three colors, black front, black back) – up to 500 images per roll
    - YMCKT-K(three colors, black front, topcoat, black back) – up to 375 images per roll
    - YMCKF-KT (three colors, black, florescent ultraviolet, black, topcoat) – up to 300 images per roll
    - YMCKT-KT (three colors, black, topcoat, black, topcoat) – up to 300 images per roll
    - YMCKT (three colors, black and topcoat) – up to 250 or 500 images per roll
    - ymckT (three colors short panel, black and topcoat) – up to 650 images per roll
    - KT (black with topcoat) – up to 1000 images per roll
    - K (black) – at least 1500 images per roll
    - Black HQ
    - Additional colors available (red, dark blue, silver, white, scratch-off gray)
  - Cleaning supplies available:
    - Isopropanol Cleaning Card
    - Adhesive Cleaning Sleeve
    - Isopropanol Cleaning Pen
  - Storage Conditions for Datacard® Certified Supplies:
    - 32 to 77 degrees F (0C to 25C)
    - 40% to 60% Humidity
    - No direct exposure to sunlight
- Physical dimensions:
  - Small Footprint 23.1” L x 9.92” W (586.74 mm L x 251.97 mm W)
  - H = 18.82” to 23.52” (478.03 mm to 597.41 mm) depending on hopper options
- Weight:
  - Less than 27 pounds without supplies
- Shade count: 256 shades

## Agency Approvals

- The Safety approvals:
  - CE
  - UL
  - cUL
- FCC Emissions:
  - FCC CFR 47, part 15, subparts b and c, class A
- European EMC
  - Emissions: EN55022:1998, Class A
  - Immunity: EN55024: 1998
- RTTE:
  - ETSI 300-330-2
  - ETSI 300-489-3:2000
- RoHS – EU and China
- FIP 201 Approved

## Options

- Dual laminator
- ISO Magnetic stripe encoding
  - IAT
  - Dual high and low coercivity
  - Tracks 1,2 and 3 (1 track for NTT)
- Smart card personalization
  - Contact/contactless all-in-one reader
  - Contact station
  - iCLASS® by HID®
  - Prox by HID®
- Magnetic stripe encoding with smart card personalization
- Magnetic stripe and smart card field upgradability
- Hardware Lock suite
- High capacity 200 card input hopper
- High capacity 100 card output hopper
- Input hopper empty option
- Customized service plans
- Ribbon cartridge assembly
- Laminate and topcoat cartridge assembly
- Datacard® StickiCard™ adhesive-backed plastic cards
- Replacement printheads

## FREQUENTLY ASKED QUESTIONS

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**Q. *What is the print speed of the Datacard® SP75 Plus card printer?***

- A. The print speed for the SP75 Plus card printer is:
- Up to 175 cards per hour front side YMCK ribbon with front side lamination
  - Up to 165 cards per hour front side YMCK-K ribbon, back side K with front side lamination

**Q. *Is the SP75 Plus card printer field upgradeable?***

- A. The SP75 Plus card printer is field upgradeable for magnetic stripe encoding, smart card options, and 200 card input hopper by a Datacard® Authorized Service Provider; however, the laminator option is not field upgradeable. The High Capacity Output Hopper is field upgradeable by an end user.

**Q. *How many cards can the High Capacity Output Hopper hold?***

- A. 100 0.30" cards.

**Q. *What communication interfaces will the SP75 Plus card printer support?***

- A. USB and Ethernet connectivity are supported.

**Q. *What driver does the SP75 Plus card printer use?***

- A. The SP75 Plus card printer uses version 2.0 of the Datacard printer driver.

**Q. *What operating systems can be used with the SP75 Plus card printer?***

- A. The main testing of the SP75 Plus card printer has been with Microsoft® Windows® XP and Windows® 2000 operating systems.

**Q. *Can I take a partially used print ribbon from one SP75 Plus card printer and use it in another SP75 Plus card printer?***

- A. Yes. The individual print ribbon information is maintained on the Radio Frequency (RF) tag, not in the SP75 Plus card printer. When a partially used print ribbon is installed into a second SP75 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 SP75 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 the SP35, SP55 and SP75 printers work in the SP75 Plus card printer?***

- A. All of the print ribbon kits that are available for the SP35, SP55 and SP75 card printers can be used in the SP75 Plus card printers. This helps keep your inventory costs low.

**Q. *Can the SP75 Plus card printer work with other Datacard print ribbons?***

- A. The SP75 Plus card printer features Datacard® proprietary ribbons, which are designed specifically for the SP75 Plus printer. Please refer to the color and monochrome print ribbons listed in the SP75 Plus card printer supply data sheet for ribbons featuring the RF tag providing enhanced printer features for the SP75 Plus 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 when Datacard® proprietary color ribbons are installed. Datacard is your exclusive source for proprietary ribbons for the SP75 Plus card printers.

**Q: *Does the SP75 Plus card printer operate with monochrome ribbons provided by third party-suppliers?***

**A:** The only monochrome ribbons that function with the SP75 Plus card printer are the ribbons listed above all other monochrome ribbons are not recognized by the SP75 Plus card printer and will not allow the printer to produce cards.

**Q. *How does the SP75 Plus card printer run the isopropanol-cleaning card used to perform a cleaning cycle?***

**A.** Unlike other desktop printers that use an adhesive-cleaning card, the SP75 Plus card printer utilizes a single isopropanol-cleaning card to clean 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 SP75 Plus card printer. The isopropyl-cleaning card should only be inserted into the printer after the ribbon cartridge and blank card stock have been removed and the use is prompted by the printer driver.

**Q. *Are there any special storage or usage recommendations for SP75 Plus printer supplies?***

**A.** The Datacard standard warranty covers print ribbon problems for up to one year when they are kept in their recommended storage environment. It is recommended that you remove it from the printer if you have extended idle times between printings. During this idle time please keep the print ribbon stored in its recommended conditions printed on the packaging.

**Q. *What are the annual card volumes for the SP75 Plus printer and what happens if you exceed these volumes?***

**A.** We recommend that the SP75 Plus printer be used in programs producing no more than 75,000 full color cards per year. If the anticipated card volume exceeds 75,000, we recommend evaluating the customer's needs for a different printer.

**Q. *What is the printer warranty?***

**A.** Datacard warrants the SP75 Plus card printer for 24 months from the date of shipment from Datacard. If you wish to have onsite warranty, it is available at an additional cost.

**Q. *What is the printhead warranty for the SP75 Plus card printer?***

**A.** The original printhead warranty is 24 months from the date of shipment from Datacard. 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 24 month warranty or ninety (90) days from the date of shipment from Datacard, whichever is longer. Spare printheads have a ninety (90) day warranty.

**Q. *Is there a special cleaning card for the laminator?***

**A.** Yes. There is a laminator cleaning card. This is specifically designed for printers that use Holographic Topcoat.

**Q. *Is there a reject bin?***

**A.** Yes. There is a reject bin on back of the printer. This holds 5 cards of .030" thickness.

**Q. *Is there a monochrome printer option?***

**A.** No, all SP75 Plus printers are capable of printing color and monochrome cards with no adjustments.

**Q. *How does the card debower work and can it be adjusted?***

**A.** You can turn the debower off via settings in the printer driver. This holds the card in a position to reduce the bow in the card. The debow time can be turned off through the driver.

**Q. Can you laminate twice on one-side of the card?**

A. Topcoat can be applied twice on the front side.

**Q. Can ribbons, laminates and topcoats defaults still be adjusted via the driver even though they are identified by the RFID tag?**

A. Yes.

**Q. Is the Hardware Lock Option field upgradeable?**

A. No, this must be purchased at time of printer order.

**Q. Is the second laminator option field upgradeable?**

A. No, this must be purchased at time of printer order.

**Q. What happens if customer wants to switch from a Datacard® DuraGard® laminate to a Datacard® Topcoat or vice versa using the laminator module?**

A. The laminator adjusts to the material that is in it, so there is no longer a need to call out which laminator you want. Both Topcoat and DuraGard laminate material can be used in the laminator module.

**Q. Is there a SDK available for the new contact/contactless SCM reader?**

A. Printer and driver support the new contact/contactless SCM reader. Driver does not provide any additional SDK for the new contact/contactless SCM reader.

**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. Why are the Datacard® DuraGard® laminates used in the SP75 Plus printer called “Virtual Edge-To-Edge” laminates?**

A. While the process for manufacturing old-style laminates has been fine-tuned throughout the years, it still provides a wide variation in how the laminate is applied to the card. This result is a highly-noticeable margin around the card where one can see the edge of the laminate approximately 0.060 inches from the edge of the card. For many customers, this margin is not acceptable.

To respond to this input from our customers, Datacard Group has improved the manufacturing process and application process for DuraGard laminates, and the result is larger laminates that are “virtually” the same size as the printed card. In other words, the size of the laminate is slightly smaller than the size of the card, but the difference is so slight, few will ever notice the difference. This is a competitive advantage for the SP75 Plus printer.

**Q. What benefits are available when Datacard® ribbons are used on the SP75 Plus card printer?**

A. All Datacard® print ribbons for the SP75 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 SP75 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 SP75 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 SP75 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 SP75 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, laminate, or topcoat from one SP75 Plus card printer and use it in another SP75 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 SP75 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 SP75 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 SP75 Plus card printer?**

- A. All of the print ribbon kits that are available for use in the SP35, SP35 Plus, SP55, SP55 Plus, and SP75 card printers can be used in the SP75 Plus card printers. This helps keep inventory costs low. We have introduced several print ribbon kits that are available for use only in the SP75 and SP75 Plus card printer. These ribbons are not qualified for use in other SP series and SP Plus series card printers.

**Q. Can the SP75 Plus card printer work with other Datacard® print ribbons or laminates?**

- A. Ribbons and laminates qualified for use in earlier Datacard printers are not designed, qualified or recommended for use in the SP75 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 SP75 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 SP75 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 SP75 Plus card printer.

**Q. Can I use monochrome ribbons in an SP75 Plus card printer?**

A. Yes. The SP75 Plus card printer has been enhanced so that monochrome images will print with the color printhead.

**Q. Can I use Datacard® StickiCard™ adhesive-backed cards in the SP75 Plus card printer?**

A. The SP75 Plus printer has the ability to print cards without laminating and laminate cards without printing. If StickiCard adhesive-backed cards are required, the lamination function must be disabled and a ribbon that includes a T-panel (i.e. YMCKT) should be used.

## **ORDERING AND PRICING INFORMATION**

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Pricing information will be distributed via the normal process. However, we will be adding the SP75 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 SP75 Plus card printer. A more detailed pricing chart for both printer options and supplies will be delivered via the normal process.

	<b>MSRP (UK £)</b>
<b>Printer:</b>	
SP75 Plus card printer – Single Laminator	3,626
SP75 Plus card printer – Dual Laminator	4,533

## **MARKETING COLLATERAL AND ACTIVITIES**

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For more information on the SP75 Plus card printer, the following information will be available on PartnerPage<sup>SM</sup> ([www.partnerpage.com](http://www.partnerpage.com)) the end of April:

- SP75 Plus card printer data sheet
- SP75 Plus card printer supplies data sheet
- Datacard® card printer brochure
- SP Plus printer web banner
- SP Plus printer advertisement
- Sample card projects

## IMPORTANT DATES

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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

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

### **75 words:**

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. It features one standard laminator and a second optional laminator, both of which apply Datacard® DuraGard® security laminates that defend against forgery and tampering while extending card life. Other security features include a hardware lock suite to protect active supplies, blank card stock and rejected cards; a Kensington® lock; and host-to-PC matching.

## **COMPETITIVE ANALYSIS**

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When comparing the SP75 Plus printer with other mid-to-high volume card printers, there really is no comparison. The SP75 Plus card printer is unique in its multitude of technically advanced and innovative feature sets, yet flexible and aggressively priced for the market!

Below is the Complete Competitive Advantage:

- Advanced image and card quality
- Aggressive Pricing
- Intelligent supplies technology ribbons, laminates and topcoats with optimized ribbon and cleaning system features
- State-of-the-art smart card capabilities and flexibility
- Field upgradeability for magnetic stripe and/or smart card
- Patented card input and output in front of printer
- Unprecedented combination of advanced security, extreme versatility and high reliability
- Built upon a proven and highly reliable print engine
- Virtual edge-to-edge laminates with 95% laminate coverage
- One or two laminators allowing for different laminates and/or increased production
- Printer to PC security software
- Hardware lock suite

Key Points to Stress

- Supply offering
- Precise patch placement system
  - Rounded patch corners
- Security offerings
- Standard and optional features and functionality
- Competitive pricing

**COMPETITIVE ANALYSIS (continued)**

	<b>Datacard</b>	<b>Evolis</b>	<b>Fargo</b>	<b>Zebra</b>
<b>Name</b>	<b>SP75 Plus</b>	<b>Securion</b>	<b>DTC550</b>	<b>P640i</b>
<b>Print Speed</b>	<b>Up to 175 CPH Single Sided w/ lamination</b>	Up to 120 CPH YMCK, single side w/ lamination	144 CPH YMCKO	120 CPH YMCKOK
	<b>Up to 165 CPH YMCK-K w/ dual side lamination</b>	Up to 105 CPH YMCK- K, single side lamination	514 CPH Mono w/ overlay 300 CPH	
<b>Weight</b>	<b>27 lbs.</b>	33.15 lbs.	20 lbs. w/ laminator 39 lbs.	35 lbs.
<b>ISO Magnetic Stripe Encoding</b>	<b>Option</b>	Option	Option	Optional
<b>Smart Card Options</b>				
<b>Contact Smart Card Encoding</b>	<b>Yes</b>	Yes	Yes	Yes
<b>Contactless Smart Card Encoding</b>	<b>Yes</b>	Yes	Yes	Yes
<b>Prox Card Encoder</b>	<b>Yes</b>		Yes (read only)	
<b>Smart Card Contact Station</b>	<b>Yes</b>	Yes	Yes	Yes
<b>Communication Types</b>	<b>Standard Ethernet/USB</b>	Standard Ethernet/USB	USB/Ethernet Optional	USB/ Ethernet Optional
<b>Functional Display</b>	<b>LCD</b>	LCD / LED	LCD	Not available
<b>Input Hopper Types</b>	<b>100 standard, 200 optional</b>	100 Card	100 Card	150 Cards
<b>Lockable Input Hopper Option</b>	<b>Standard Kensington option</b>	Yes	Optional	No
<b>Output Hopper Types</b>	<b>40 cards, 100 card option</b>	100 Card	100 Card	Minimal (estimated 5 cards)
<b>Operating System Support</b>	<b>Windows 2000/XP and Open Platform Driver for non- Windows Operating Systems</b>	Windows XP, 2003 and Vista, 32 & 64 bits	Windows 2000/Server 2003/XP	Windows 2000/XP
<b>Documentation</b>	<b>SP Series</b>	Securion Card Printer	DTC Series	Security Card Printers
<b>External Lock Option (Type)</b>	<b>Yes</b>	Yes	Not available	Not available
<b>Single/Double Sided Printing</b>	<b>Double</b>	Double	Double	Double
<b>Printer Warranty</b>	<b>24 months</b>	24 months	12 months	12 Months
<b>Printhead Warranty</b>	<b>24 months</b>	24 months	12 months	12 Months
<b>Laminator</b>	<b>Laminator with topcoat or overlay (2 stations)</b>	One lamination station	Optional	Yes
<b>Field Upgradeable</b>	<b>Yes</b>	Not available	No	Not available
<b>Card Creation Software Included</b>	<b>Yes</b>	No	No	No
<b>Accessibility</b>	<b>Front input and output</b>	Front Input, Side output	Front Input, Rear Output	Side input, opposite side output
<b>Full Color/Mono Max. images Per cartridge or roll</b>	<b>250, 500 YMCKT  500 YMCK-K 500 YMCK 1000 KT 1500 K 1000 Clear Topcoat</b>	200 YMCKO  200 YMCKO-K  500 KO 1000 Monochrome 200 Clear patch	500 YMCKO  400 YMCKOK 500 YMCKK 1500 KO	500 YMCKK  600 YMCK 500 YMCKvK
<b>Ribbon Saver Feature</b>	<b>Yes</b>	No	No	Yes
<b>UV fluorescing ribbon</b>	<b>Yes</b>	No	No	Yes
<b>Printer to PC Protection Software</b>	<b>Optional</b>	No	No	No

\* All competitive data as presented on Internet at competitors' web sites as of April 2007

## **ADDITIONAL INFORMATION**

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Please contact your sales manager or sales support representative for more information on Datacard SP75 Plus card printer and supplies.

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