

DATACARD® SP35 CARD PRINTER | THE BOLD NEW LOOK OF VALUE-PRICED CARD PRINTING

CORPORATIONS

K-12 SCHOOLS

LOYALTY MARKETERS

MUNICIPALITIES

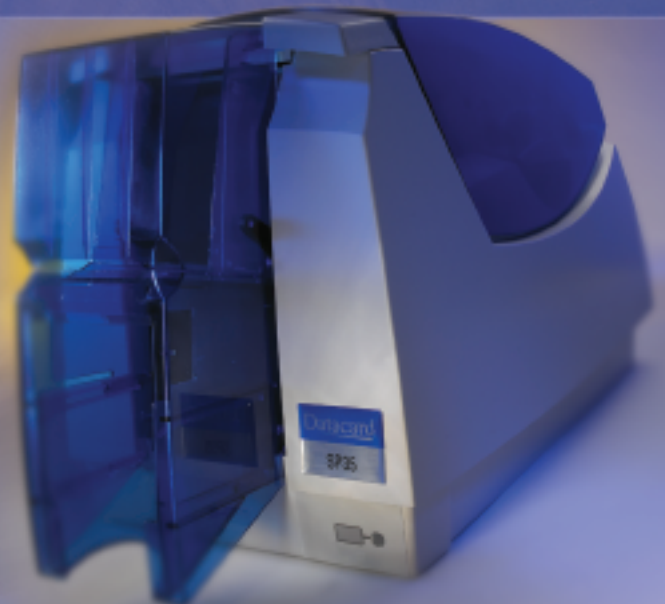
CASINOS

Datacard Group

## Rewriting the rules

How can a card printer be this affordable? Or this smart?

The new Datacard® SP35 card printer changes all the rules, opening a new world of opportunities for organizations like yours.



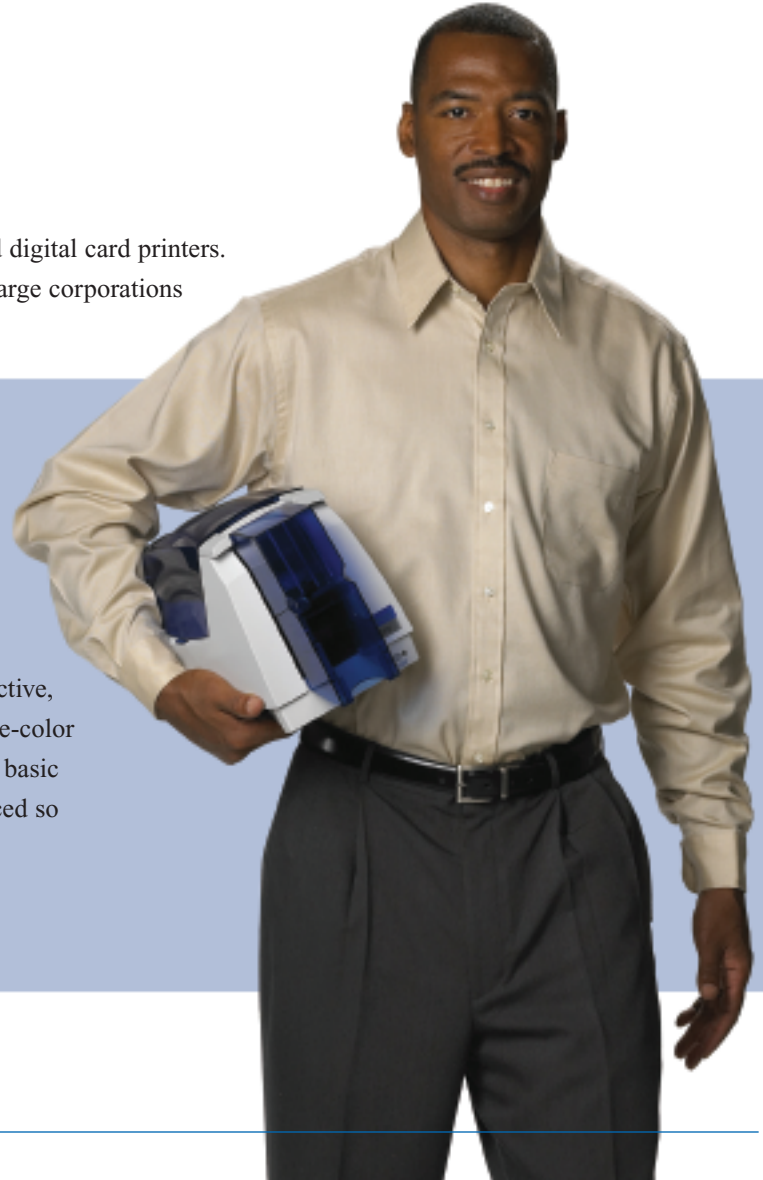
AFFORDABLE\_BRILLIANT\_FLEXIBLE\_LIGHTWEIGHT\_SMART\_PORTABLE\_SLEEK\_EASY\_RELIABLE

## A card printing breakthrough

More than ten years ago, Datacard introduced digital card printers. We reduced costs and improved security for large corporations and government agencies.

Now, after a decade of refinement, we are making high-quality printing a reality for organizations of all sizes with the Datacard® SP35 card printer.

You can easily carry this small, lightweight printer under your arm. A sleek, attractive design enhances any desktop. It is also productive, personalizing up to 120 full-color and 500 one-color cards per hour. It is designed for anyone with basic computer skills to master in minutes, and priced so everyone can afford it.



## Now, anyone can afford to print high-quality cards

*Small business? Small budget?*

*No problem.*

*The Datacard® SP35 card printer  
is the perfect fit for you.*



### Corporations

A quality card printer used to be a significant capital investment. But the new SP35 card printer creates a whole new reality. Large corporations can affordably place printers wherever they are needed. Smaller companies can print attractive and highly functional ID cards for a minimal cost. If you want to launch an ID program or improve an existing one, this is the perfect place to start!

### K-12 schools

Schools must balance the need to improve security with the reality of tight budgets. The SP35 card printer addresses both issues. A low purchase price and minimal operating costs are a perfect fit for schools of all sizes. Reliable, high-quality printing makes it easy to print attractive student IDs that can also automate operations in the library, cafeteria, gymnasium and elsewhere.

### Retailers and loyalty marketers

Almost every consumer worldwide relies on cards. They are part of the worldwide consumer culture. The SP35 card printer makes it easy and affordable for you to tap into the power of card-based marketing. You can issue loyalty cards, membership IDs and other colorful, multipurpose cards that help drive revenue and strengthen customer relationships on the spot.

## Exceptional performance and a compact footprint

### *Unlimited possibilities*

*The Datacard® SP35 card printer opens digital card printing technology to a greatly expanded group of users. Possible applications are only limited to the imagination.*

- *Casino player tracking cards*
- *Theme park cards*
- *Retail gift cards*
- *Municipal pool passes*
- *Hotel room keys*
- *Small business cards*
- *Transportation passes*
- *Countless more!*



### **Print quality cards — anywhere**

The SP35 card printer features a lightweight, yet rugged design, so you can use it to issue cards anywhere. Take it with you to satellite locations, temporary work sites, trade shows and more. In addition to true portability, standard USB connections offer plug-and-play simplicity and fast, easy installation.

### **Superb, edge-to-edge printing**

While the printer is small, it is packed with the most advanced Datacard® printing technology. The SP35 card printer incorporates our exclusive Advanced Imaging Technology,™ which ensures brilliant photos, graphics and text.

### **Part of an integrated photo ID system**

The SP35 card printer integrates seamlessly with Datacard® identification software, including Preface™ ID software for full-color card printing and ID Works® identification software for complete identity management programs. It also integrates with our digital cameras, scanners and signature pads, so you can choose the components that best meet your needs, create a complete photo ID system, and start issuing cards immediately.

## Card printing simplified

### Easy upgrades

The SP35 card printer offers rare flexibility. You can add optional magnetic stripe encoding or smart card personalization capabilities with a simple field upgrade. These machine-readable technologies can make cards compatible with a variety of

automated systems, including access control, cashless vending and network log-on systems.



### Simple operation

Printing great cards requires only basic computer skills. A “smart” printer driver provides important on-screen information, including message prompts, recovery instructions, full-color image previews and online help. Point-and-click simplicity speeds operations and reduces errors. We offer smart drivers for Windows® 98, Me, 2000 and XP.



### Minimal maintenance

In addition to a low purchase price, the SP35 card printer offers minimal operating costs. Print ribbons and printheads are simple to replace. Just lift the easy-access cover and replace supply items in a matter of seconds. We include low-cost cleaning supplies with each print ribbon. Simply run the cleaning card through the printer after each ribbon change to remove debris from the card path. High-capacity ribbons and card hoppers also help you enjoy more uninterrupted productivity.

## What capabilities do you need?

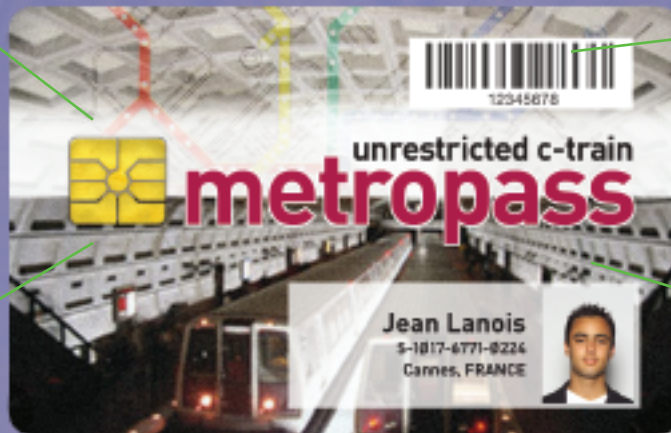
*The Datacard® SP35 card printer offers a flexible design that lets you choose the features you need when you buy the printer. You can also make easy, affordable field upgrades to magnetic stripes and smart cards at any time.*

### Smart cards

Issue personalized smart cards (contact or contactless) for e-purse schemes, identity programs and other applications with an optional module.

### Advanced Imaging Technology™

Optimized print ribbons and user-adjustable image controls give you sharp one- or full-color imaging across an entire card.



### Bar codes and magnetic stripes

Choose the machine-readable technologies that fit with your access controls and other automated systems.

### Photos, graphics and signatures

Create superb cards with brilliant color, lifelike photos and other crisp, sharp graphics.

### Your best choice for supplies

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

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### Exclusive ribbons maximize printer performance

The SP35 card printer features Datacard® proprietary ribbons which are designed specifically for the SP35 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 when Datacard® proprietary color ribbons are installed. Datacard is your exclusive source for proprietary ribbons for the SP35 card printer.

### To learn more

To learn more about the Datacard® SP35 card printer, please contact your authorized Datacard dealer or visit us at [www.datacard.com](http://www.datacard.com).