

Datacard® SP35 Card Printer

The bold new look of value-priced card printing

The Datacard® SP35 card printer delivers an unbeatable combination of high performance and low cost for low-volume card programs. It is like nothing you have seen before for issuing ID cards, gift and loyalty cards, membership cards, hotel room keys and more.

The SP35 card printer gives you fast print speeds, superb image quality and simple operation at a value price. Good looks and a compact size make the printer a welcomed addition to any desktop. If you recognize how plastic cards can benefit your operation, but have been waiting for printers to come down in price, size and complexity, your moment has arrived.

Excellent productivity from a small footprint

The SP35 card printer personalizes up to 120 full-color cards and up to 500 one-color cards per hour. Despite its fast operation, this attractive printer weighs less than nine pounds and is easily transportable, letting you print cards in confined workspaces. A standard USB connection makes installations fast and simple at any location.



The Datacard® SP35 card printer offers the ideal mix of speed and simplicity in an attractive, compact, value-priced design.

Superb, edge-to-edge imaging

The SP35 card printer leverages Datacard's exclusive Advanced Imaging Technology™ to produce vivid, life-like full- or one-color photos, graphics and text across a card's entire surface. The technology uses optimized print ribbons and user-adjustable controls to yield smooth, uniform solid backgrounds, improved color matching with image capture devices, enhanced bar code printing and sharp reproduction of edges and fine text.

Optional magnetic stripe and smart card capabilities

In addition to standard bar code printing, the SP35 card printer gives you optional magnetic stripe and integrated smart card capabilities, including contactless smart cards, with a simple field upgrade. These technologies can make your cards compatible with access control and other automated systems across your enterprise, creating new opportunities to increase security and efficiency. You can also purchase multiple printers now, knowing you can always upgrade to magnetic stripes and smart cards in the future.

So simple to use, so affordable to own

The SP35 card printer is designed so you can begin using its robust features immediately. A "smart" printer driver provides all the information you need on-screen, including message prompts, recovery instructions, color image previews and Online Help. The SP35 card printer driver is available



for the popular Windows® 98, 2000, Me and XP operating systems. Quick-change supplies, operator-replaceable printheads, front-facing input and output hoppers and continuous card cleaning help maximize uptime and ensure a low cost of ownership.

Extensive warranty coverage

Datacard backs the SP35 card printer with aggressive printer and printhead warranties. Standard printer coverage includes 18 months of standard depot service on all parts and labor. We also honor printhead warranty coverage for 18 months, with no pass restrictions and no prorating of printhead replacement costs.

Exclusive ribbons maximize printer performance

The SP35 card printer features Datacard® proprietary ribbons 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.

Datacard® SP35 Card Printer

Expert service through planning, implementation and maintenance

Datacard is committed to providing outstanding support for all its solutions, no matter where they are installed around the globe.

Our network of service specialists provides support in more than 120 countries worldwide. Our comprehensive professional service offerings include smart card planning and consulting, integration and customization, card issuance, program management, implementation planning, onsite installation, software support and training. These offerings extend beyond traditional hardware services to provide complete turnkey services for our customers.

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 unwavering reliability into every system-matched supply item we offer. For you, that means smooth, printing, brilliant image quality, high security and exceptional performance. Worldwide representation creates a fast, direct connection with the supplies and support you need, when and where you need them. To ensure you are using Datacard Certified Supplies, look for ribbons that feature our distinctive and exclusive *blue* cores.

Standard features

- Windows® 98, 2000, Me and XP printer drivers
- One-sided, edge-to-edge printing
- Printer pooling (Windows® 2000 and XP only)
- Operator-replaceable printhead
- Continuous cleaning roller
- Advanced Imaging Technology™
- “Smart” printer driver
- 100-card, front-facing input hopper—0.030 in. (0.76mm) card thickness
- 20-card, front-facing output hopper—0.030 in. (0.76mm) card thickness
- Automatic card feeding
- Easy-access components, including quick-change ribbon cartridges
- Highly accessible card path
- Audio and visual message prompts (bi-directional communication)
- Datacard® proprietary print ribbons
- Full-color or monochrome imaging
- Online help and user documentation
- 18-month depot printer warranty
- 18-month printhead warranty
 - No pass restrictions
 - No prorating of printhead costs

Options

- Full- or one-color printing
- Field-upgradeable magnetic stripe encoding (IAT or NTT)
- Field-upgradeable smart card personalization
 - Contact GCI 430 coupler
 - Contactless Micro 680 coupler
 - Contact/contactless GCI 430/680 couplers
 - Contact station
- Magnetic stripe encoding and smart card personalization
- Customized service plans
- Additional card cartridges
- Additional ribbon cartridges

Specifications

- Physical dimensions: 16.5 in. x 7.8 in. x 9.0 in. (419 mm x 198 mm x 229 mm)
- Weight: between 8 and 9 lbs. (3.6 kg and 4.1 kg), depending upon options

Print capabilities:

- Edge-to-edge printing
- Continuous-tone, full-color or black-and-white photos
- Alphanumeric text, logos, digitized signatures, fingerprints
- Variety of bar codes
- Background patterns

Print resolution: 300 dpi

Throughput:

- Full-color printing: up to 120 cards per hour with YMCKT ribbon
- One-color printing: up to 500 cards per hour with K ribbon

Shade count: 256 shades

Communications: USB

Plastic cards accepted:

- Size: 3.375 in. x 2.125 in. (85.7 mm x 54.0 mm)
- Type: PVC with glossy laminate surface (other core materials with PVC overlaminates optional)
- Thickness:
 - 0.01 in. x 0.05 in. (0.25 mm x 1.30 mm); with smart card module, accommodates most proximity cards
 - 0.02 in. x 0.03 in. (0.50 mm x 0.80 mm) with magnetic stripe or smart card module
 - Automatically adjusts to accommodate random card thicknesses

Resident memory: 8 MB

Supplies:

- Datacard® proprietary print ribbons
- YMCKT (three colors, true black and topcoat)
- KT (true black with topcoat)
- K (true black)
- Various other colors

Electrical requirements:

- 100/120V, 50/60 Hz
- 220/240V, 50/60 Hz

Operating environment:

- 60°F to 95°F (15°C to 35°C)
- 20% to 80% non-condensing humidity

Storage environment:

- 5°F to 140°F (-15°C to 60°C)
- 10% to 90% non-condensing humidity

DatacardGroup

11111 Bren Road West

Minnetonka, MN 55343-9015

+1 952 933 1223

+1 952 931 0418 FAX

www.datacard.com

Datacard is a registered trademark and service mark of DataCard Corporation. Advanced Imaging Technology and Datacard's distinctive blue core are trademarks of DataCard Corporation. Microsoft and Windows are registered trademarks of Microsoft Corporation.

Names and logos on sample cards are fictitious. Any similarity to actual names, trademarks or tradenames is coincidental.

© 2002 DataCard Corporation. All rights reserved.

Information subject to change without notice.

Printed in U.S.A.

2MM-3008