PERSONA®

Desktop Card Printers

FARGO®

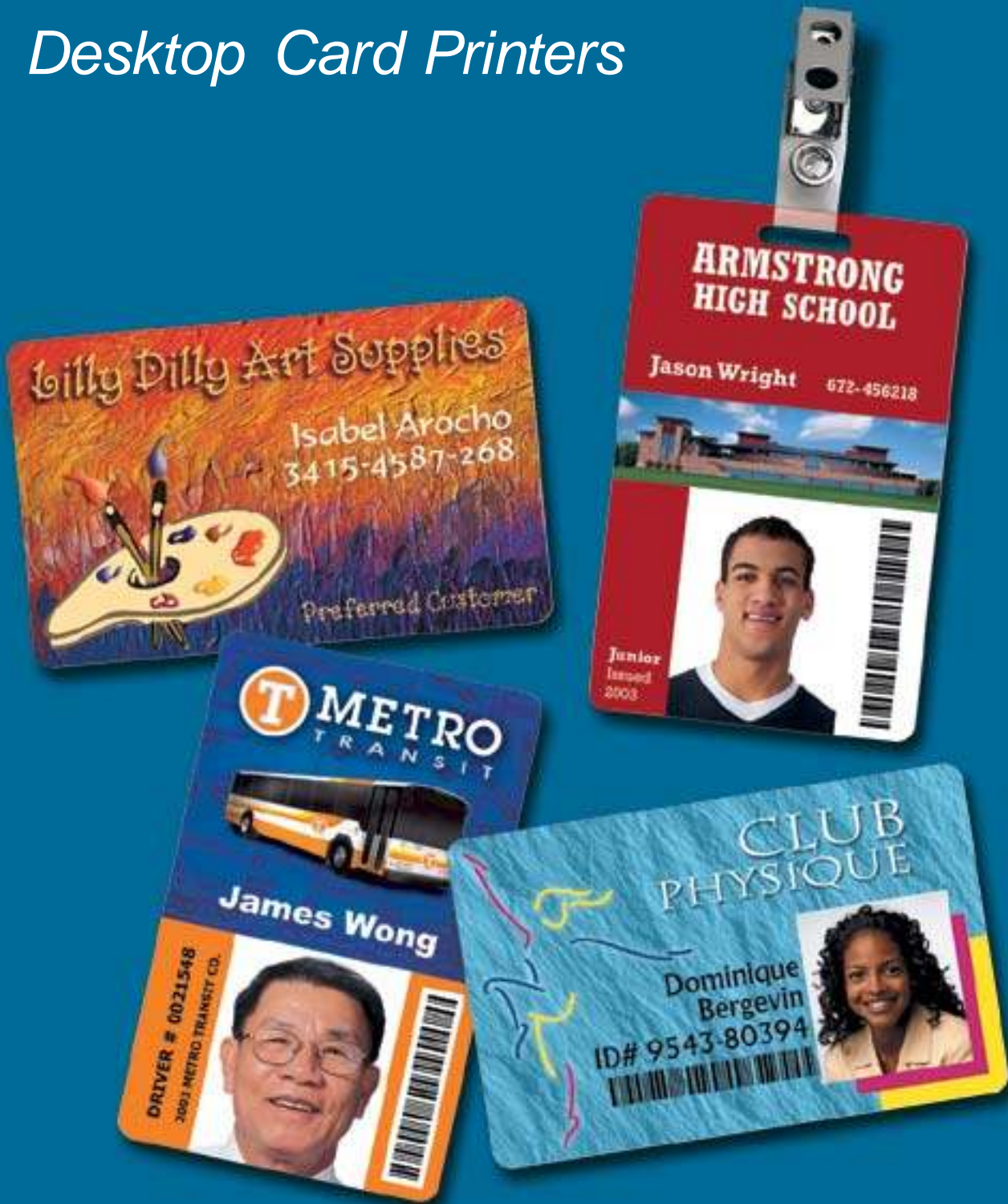Card Personalization Systems

Simply dependable.
Simply affordable.
Simply *Persona!*

A high-performance, dual-sided card printer for your growing needs.

Let the Persona C25 Desktop Card Printer handle your next demanding print run. This robust, affordable printer gives you great-looking, high-resolution cards for an entire spectrum of personalized applications.

Persona C25

Print Method:
Photo-quality dye-sublimation/
Resin thermal transfer

Color Capability:
Up to 16.7 million colors/
Monochrome

Print Resolution:
300 dpi

Print Speed:*
30 seconds per card (YMCKO)
6 seconds per card (K)

Card Hopper Capacity:
100 cards

Print Applications:
Dual-sided printing for text,
logos, bar codes, signatures
and photos

Print Area:
Edge-to-edge printing on
CR-80 cards

Reliability you can see
The C25 features built-in RAM, so your system can process information while still printing cards. An easy-to-use software driver makes printing a snap. Plus, the LCD display provides instant notification of status and diagnostics. An input capacity of up to 100 cards means you'll have longer, uninterrupted batch printing.

Brilliant color
Utilizing advanced dye-sublimation and resin thermal transfer technologies, the Persona C25 creates brilliant, full-color and one-color cards. It gives you the ability to print edge-to-edge, photo-quality color on both sides of a card.

Smart and secure options
An ISO magnetic stripe module can be added for security and access functionality. Smart card encoding is available for multi-purpose uses including time and attendance tracking, cafeteria, vending, access control and much more.

For great-looking cards every time, there's simply no better value.

Let the Persona C16 bring personality to your card printing needs! Its small footprint and whisper-quiet operation make it an ideal card printer to use in any environment. The C16 features an easy-to-read LCD display that shows printer status and other helpful messages. And, for added efficiency, it comes with an increased input hopper capacity of 100 cards.

Persona C16

Print Method:
Photo-quality dye-sublimation/
Resin thermal transfer

Color Capability:
Up to 16.7 million colors/
Monochrome

Print Resolution:
300 dpi

Print Speed:*
30 seconds per card (YMCKO)
5 seconds per card (K)

Card Hopper Capacity:
100 cards

Print Applications:
Single-sided printing for text,
logos, bar codes, signatures
and photos

Print Area:
Edge-to-edge printing on
CR-80 cards

Card printing made simple
Just plug in. Click on. And print out. The Persona C16 is as simple to operate as any other office printer! With drop-in ribbon and card loading, refilling it takes just seconds.

Reliable, affordable personalization
The Persona C16 is an excellent choice for most card printing applications. Reliable and smooth, this workhorse consistently produces great-looking cards at an economical price. Add an optional magnetic stripe encoder and USB-to-Parallel interface cable to increase functionality and make your C16 even more feature-rich.

Fast, photo-quality color
The advanced dye-sublimation technology of the C16 produces vivid, photo-quality cards on demand. It delivers professional, edge-to-edge results in only 30 seconds.

NEW!

The most simple and reliable card printers in their class.

The Persona C11 and M11 deliver personalized cards with simplicity. Just plug in and print out! They're as easy to use as a regular office printer. Drop-in ribbon and card loading make them easy to refill.

Persona C11 and M11

Print Method:
C11: Photo-quality dye-sublimation/ Resin thermal transfer
M11: Resin thermal transfer

Color Capability:
C11: Up to 16.7 million colors/ Monochrome
M11: Monochrome

Print Resolution:
300 dpi

Print Speed:*
C11: 30 seconds per card (YMCKO)
C11/M11: 5 seconds per card (K)

Card Hopper Capacity:
45 cards

Print Applications:
Single-sided printing for text, logos, bar codes, signatures and photos in full-color (C11) or one-color (C11/M11)

Print Area:
Edge-to-edge printing on CR-80 cards

On-demand personalization

A great choice for many common card applications, the Persona C11 and M11's smooth, reliable operation stands up to frequent use at an economical price. To enhance the value of your C11 even more, simply add an optional magnetic stripe encoder or USB-to-Parallel interface cable.

Just the right size

With their small footprint, the Persona C11 and M11 can fit easily on any desktop. They're also an ideal solution if you need to print cards at multiple sites, because they're light enough and quiet enough to be taken anywhere.

Vivid, edge-to-edge printing

The C11 utilizes an advanced dye-sublimation technology to produce full-color, photo-quality cards in only 30 seconds. The M11 prints in 256 shades of gray for sharp, single-color images in just 5 seconds.

Print high-quality plastic cards with no trouble or training. It's inkjet-easy!

The Persona CardJet C7 brings the simplicity and affordability of inkjet printing to personalized plastic cards. Featuring FARGO's exclusive CardJet Printing™ technology, the CardJet C7 prints on plastic cards via specialized thermal inkjet technology. Just drop in the 50-card cartridge, snap in the ink cartridges and print! It's inkjet-easy!

Persona CardJet C7

Print Method:
Thermal Inkjet

Color Capability:
Up to 16.7 million colors

inkjet technology by

Print Resolution:
600 dpi

Print Speed:*
26 seconds per card (Fast)
42 seconds per card (Normal)
76 seconds per card (Best)

Card Cartridge Capacity:
50 cards

Print Applications:
Single-sided printing for text, logos, bar codes, signatures, photos

Print Area:
Over-the-edge printing on CR-80 cards

Dependable, virtually maintenance-free operation

Featuring a reliable HP inkjet-based print engine, the CardJet C7 requires virtually no maintenance and can print one or hundreds of cards per day with great-looking results. An ink-level gauge and on-screen messages eliminate the surprise of empty ink cartridges. Add a mag-stripe encoder to enhance the operations of your CardJet C7 even more.

Fast, affordable color

The CardJet C7 delivers full-color, over-the-edge printing on a single-sided card in as fast as 26 seconds. And because CardJet Ink bonds and dries instantly to CardJet Cards, there's no smearing or mess.

Durable cards that last

The CardJet C7 is a great choice for many applications. Its specially formulated CardJet Cards stand up to abrasion, dye migration and UV fading better than traditional cards.

Choose the Persona desktop card printer that's right for you!

Specifications	Persona C25	Persona C16
Print Method:	Dye-Sublimation / Resin Thermal Transfer	Dye-Sublimation / Resin Thermal Transfer
Resolution:	300 dpi (11.8 dots/mm)	300 dpi (11.8 dots/mm)
Colors:	Up to 16.7 million / 256 shades per pixel	Up to 16.7 million / 256 shades per pixel
Print Ribbon Options or Ink Cartridge Capacity:	Full-color with resin black, YMCKO**,250 prints Dye-sublimation black, BO**, 500 prints Full-color with two resin black panels, YMCKOK**, 250 prints Resin black, green, blue, red, white, silver, gold and scratch-off, 1000 prints	Full-color with resin black, YMCKO**, 250 prints Dye-sublimation black, BO**, 500 prints Resin black, green, blue, red, white, silver, gold and scratch-off, 1000 prints
Print Speed:*	30 seconds per card / 120 cards per hour (YMCKO)* 6 seconds per card / 600 cards per hour (K)*	30 seconds per card / 120 cards per hour (YMCKO)* 5 seconds per card / 720 cards per hour (K)*
Accepted Standard Card Sizes:	CR-80 (3.375"L x 2.125"W / 85.6mmL x 54mmW)	CR-80 (3.375"L x 2.125"W / 85.6mmL x 54mmW) CR-79 Adhesive Back (3.303"L x 2.051"W / 83.9mmL x 52.1mmW)
Print Area:	CR-80 edge-to-edge (3.37"L x 2.11"W / 85.5mmL x 53.5mmW)	CR-80 edge-to-edge (3.37"L x 2.11"W / 85.5mmL x 53.5mmW)
Accepted Card Thickness:	.020" (20 mil) to .030" (30 mil) / .5mm to .76mm	.020" (20 mil) to .030" (30 mil) / .5mm to .76mm
Accepted Card Types:	PVC or polyester cards with polished PVC finish; monochrome resin ribbon required for 100% polyester cards	monochrome resin ribbon required for 100% polyester cards PVC or polyester cards with polished PVC finish;
Input Hopper Card Capacity or Card Cartridge Capacity:	100 cards (.030" / .762mm) 300 cards (.010" / .254mm) auto or manual feed	100 cards (.030" / .762mm)
Output Hopper Card Capacity:	100 cards (.030" / .762mm)	Attachable Card Output Hopper; 50 cards (.030" / .762mm)
Memory:	2MB RAM	2MB RAM
Display:	LCD display shows printer status and diagnostic error prompts	LCD display shows printer status and diagnostic error prompts
Software Drivers:	Windows ® 3.1x/95/98/Me/NT 4.0/2000/XP	Windows ® 95/98/Me/NT 4.0/2000/XP
Encoding Options:	ISO Magnetic Stripe Encoding Module, dual high- and low-coercivity, Tracks 1, 2, and 3 E-card Docking Station (required for 3rd party smart card encoding)	ISO Magnetic Stripe Encoding Module, high- or low-coercivity (specify when ordering), Tracks 1, 2, and 3
System Requirements:	IBM-PC or compatible, Windows 95/98/Me/NT 4.0/2000/XP, Pentium ® class 133MHz computer with 32MB of RAM or higher, 200MB free hard disk space or higher, ECP parallel port with DMA access	IBM-PC or compatible, Windows 95/98/Me/NT 4.0/2000/XP, Pentium ® class 133MHz computer with 32MB of RAM or higher, 200MB free hard disk space or higher, ECP parallel port with DMA access
Interface:	Centronics Parallel, IEEE 1284 compliant; network compatible	Centronics Parallel, IEEE 1284 compliant; network compatible
Operating Temperature:	65° to 80° F / 18° to 27° C	65° to 80° F / 18° to 27° C
Humidity:	20–80% non-condensing	20–80% non-condensing
Dimensions:	9.05"H x 17.43"W x 10.94"D / 229mmH x 442mmW x 278mmD	8.9"H x 13.1"W x 10.5"D / 226mmH x 333mmW x 267mmD
Weight:	26 lbs. / 11.8 kg	15 lbs. / 7 kg
Printer Color:	Beige	Ice Blue
Agency Listings:	Safety: UL 1950, cUL 1950, TüV-GS (EN 60950), CE Emissions: FCC Class B, CRC c1374, Class B, ITS EMC, CE	Safety: UL 1950, cUL 1950, TüV-GS (EN 60950), CE Emissions: FCC Class B, CRC c1374, Class B, ITS EMC, CE
Supply Voltage:	100–240 VAC, 1.9 A	100–240 VAC, 1.9 A
Supply Frequency:	47 Hz–63 Hz	47 Hz–63 Hz
Warranty:	Printer – One year Printhead – One year/unlimited pass with UltraCard™ Cards	Printhead – One year/unlimited pass with UltraCard™ Cards Printer – One year
Options:	• External Print Server (Windows only; required for stand-alone networking of printers.) • USB-to-Parallel Interface Cable (Windows 98/Me/2000/XP only) • Printer Cleaning Kit	• External Print Server (Windows only; required for stand-alone networking of printers.) • USB-to-Parallel Interface Cable (Windows 98/Me/2000/XP only) • Printer Cleaning Kit

FARGO Certified Supplies: FARGO Card Printers require highly specialized media to function properly. To maximize printed card quality and durability, printhead life and printer reliability, use only FARGO Certified Supplies. FARGO warranties are void, where not prohibited by law, when non-FARGO Certified Supplies are used.

Specifications	Persona C11 and M11	Persona CardJet C7
Print Method:	**C11:** Dye-Sublimation / Resin Thermal Transfer **M11:** Resin Thermal Transfer	Thermal Inkjet
Resolution:	300 dpi (11.8 dots/mm)	600 dpi
Colors:	**C11:** Up to 16.7 million / 256 shades per pixel **M11:** Monochrome	Up to 16.7 million / 256 shades per pixel
Print Ribbon Options or Ink Cartridge Capacity:	**C11:** Full-color with resin black, YMCKO**, 250 prints Dye-sublimation black, BO**, 500 prints **C11/M11:** Resin black, green, blue, red, white, silver, gold and scratch-off, 1000 prints	SmartLoad™ Ink Cartridges: Full-color, 250 prints; Black, 750 prints (For use with infrared bar codes only) SmartLoad Ink Cartridges feature an exclusive ink-level gauge that reports remaining prints and alerts user when ink is low or out.
Print Speed:*	**C11:** 30 seconds per card / 120 cards per hour (YMCKO)* **C11/M11:** 5 seconds per card / 720 cards per hour (K)*	Fast print quality: 26 seconds per card / 138 cards per hour Normal print quality: 42 seconds per card / 85 cards per hour Best print quality: 76 seconds per card / 47 cards per hour
Accepted Standard Card Sizes:	CR-80 (3.375"L x 2.125"W / 85.6mmL x 54mmW) CR-79 Adhesive Back (3.303"L x 2.051"W / 83.9mmL x 52.1mmW)	CR-80 CardJet Cards (3.375"L x 2.125"W / 85.6mmL x 54mmW)
Print Area:	CR-80 edge-to-edge (3.37"L x 2.11"W / 85.5mmL x 53.5mmW)	Over-the-edge on CR-80 CardJet Cards
Accepeted Card Thickness:	.020" (20 mil) to .030" (30 mil) / .5mm to .76mm	.030" (30 mil) / .76mm
Accepted Card Types:	PVC or polyester cards with polished PVC finish; monochrome resin ribbon required for 100% polyester cards	FARGO CardJet Cards
Input Hopper Card Capacity or Card Cartridge Capacity:	45 cards (.030" / .762mm)	SmartLoad Card Cartridge: 50 pre-loaded CR-80 CardJet Cards SmartLoad Card Cartridges make card loading a snap and feature exclusive technology that tells you when to install a new card cartridge.
Output Hopper Card Capacity:	Attachable Card Output Hopper; 35 cards (.030" / .762mm)	50 cards (.030" / .762mm)
Memory:	2MB RAM	2MB RAM
Display:	N/A	N/A
Software Drivers:	Windows® 95/98/Me/NT 4.0/2000/XP	Windows® 98/Me/2000/XP
Encoding Options:	ISO Magnetic Stripe Encoding Module, high- or low-coercivity (specify when ordering; low-coercivity not available on M11), Tracks 1, 2, and 3	High-Coercivity Magnetic Stripe Encoding Module (Field installable)
System Requirements:	IBM-PC or compatible, Windows 95/98/Me/NT 4.0/2000/XP, Pentium® class 133MHz computer with 32MB of RAM or higher, 200MB free hard disk space or higher, ECP parallel port with DMA access	IBM-PC or compatible, Windows 98/Me/2000/XP, Pentium® class 133MHz computer with 32MB of RAM or higher, 200MB free hard disk space or higher, USB 1.1
Interface:	Centronics Parallel, IEEE 1284 compliant	USB 1.1
Operating Temperature:	65º to 80º F / 18º to 27º C	59° to 95° F / 15° to 35° C
Humidity:	20 - 80% non-condensing	20 - 80% non-condensing
Dimensions:	6.7"H x 13.1"W x 10.5"D / 170mmH x 333mmW x 267mmD	8.0"H x 18.0"W x 14.0"D / 203mmH x 457mmW x 356mmD
Weight:	15 lbs. / 7 kg	19.4 lbs. / 8.8 kg
Printer Color:	Ice Blue	Ice Blue
Agency Listings:	Emissions: FCC Class B, CRC c1374, Class B, ITS EMC, CE, CCC Safety: UL 1950, cUL 1950, TÜV-GS (EN 60950), CE, CCC	Safety: UL 60950, CSA C22.2 (No. 60950) and UL-GS (EN 60950 A1-A4, A11), CE Emissions: CE, CRC c1374, ITS (EN 55022 Class B: 1995), FCC Class B, EN 55024: 1997
Supply Voltage:	100 - 240 VAC, 1.9 A	100Ð240 VAC, 1.0 A
Supply Frequency:	47 Hz - 63 Hz	50 HzÐ60 Hz
Warranty:	Printer - One year Printhead - One year/unlimited pass with UltraCard™ Cards.	Printer - One year
Options:	• External Print Server (Windows only; required for stand-alone networking of printers.) • USB-to-Parallel Interface Cable (Windows 98/Me/2000/XP only) • Printer Cleaning Kit	N/A

* Print speed will vary depending on the amount of color coverage within a card design. The above print speeds represent a full-color, full-bleed design; designs with less color coverage will print faster. Print speed indicates an approximate batch print speed and is measured from the time a card feeds into the printer to the time it ejects from the printer. Print speeds do not include encoding time or the time needed for the PC to process the image. Process time is dependent on the size of the file, the CPU, amount of RAM and the amount of available resources at the time of print.

** Indicates the ribbon type and the number of ribbon panels printing where Y=Yellow, M=Magenta, C=Cyan, K=Resin Black, B=Dye-Sublimation Black and O=Overlay.

PERSONA
Desktop Card Printers

Every FARGO Persona Desktop Card Printer is easy to set up, easy to use, and easy to maintain. Their smooth, reliable operation means, whether you print one card per day or hundreds, you'll get consistently great-looking cards at an economical price.

Let a Persona desktop card printer meet your needs and budget!

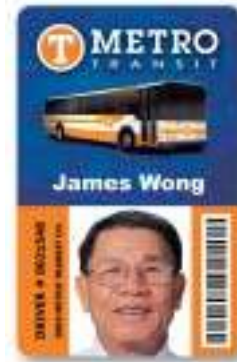FARGO's high-performance Persona Card Printers are the most trusted, economical way to print professional-looking photo ID cards on demand. Their rugged design and small size make them ideal for everyday applications. Whether you need simple ID badges or multi-function cards, you'll get a printer that is:

- Affordable
- Reliable
- Proven
- Easy-to-use
- System compatible

Contact us today. We can help put together a FARGO Card Personalization System that's just right for you!

Corporate
- employee ID badges
- visitor badges
- access control badges
- computer access cards
- parking access cards
- business cards
- calendar cards
- inventory control cards
- trade show promotions
- cafeteria payments
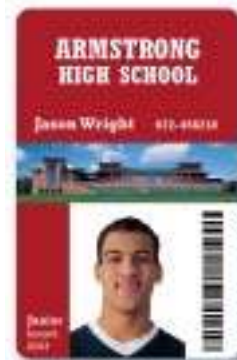- temporary/contract badges

Memberships
- membership cards
- access control badges
- VIP cards
- certification cards
- cafeteria payments

Customer Loyalty
- discount cards
- loyalty cards
- phone cards
- VIP cards
- charge cards

Education
- student/faculty ID badges
- cafeteria payments
- library checkout
- activity passes
- equipment checkout
- bus verification
- nurse's office files
- booster club cards
- pocket-size schedules

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