P330*i* Full Color
Card Printer
Launch Guide

Confidential

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T h e   N e w   M e a n i n g   o f   E v o l u t i o n

Appendix

P330_i_ Press Release
P330_i_ Data Sheet
P330_i_ Sales Presentation

P330*i*: The Most Powerful and Flexible Card Printer in its Class

Reliability. Flexibility. Effortless printing.

The P330*i* is the newest addition to the Performance Line of card printers. Designed to provide unsurpassed reliability and flexibility in mission critical applications, the P330*i* is the most powerful printer in its class.

The P330*i* is the new face of reliability!

Introducing the latest generation design of the highly reliable P310. For single-sided color card printing beyond comparison, choose Zebra's P330*i* full color card printer: the new meaning of **evolution.** The P330*i* integrates the superior engineering of the P300 platform with modern technology in functionality and design. Card printer users have always been able to trust Zebra for outstanding performance, and the P330*i* is no exception. Zebra has launched the next generation of the most reliable card printers.

Top Three Benefits

Reliable.

- o   The P330*i* is the evolution of the field-proven P310 family (the most reliable and popular card printers in the world) now featuring major design improvements

Flexible.

- o   The P330*i* has the most dynamic feature-rich set of options making this printer unsurpassed in the market place.

Effortless.

- o   Once again, Zebra leads the way with the most innovative designs for user-friendly features.

Setting Standards That Will Be Difficult to Match

Zebra Performance Line card printers are feature rich and highly reliable. World-renowned as "workhorse printers", they provide a variety of encoding options for magnetic stripe and smart cards. Whether you need to produce high volumes of cards in batches or higher quantities on a regular basis, the Zebra Performance Line is the right choice. The P310 has set the standard in the industry for card printing performance, durability and quality. It's only fitting that the new P330*i*, the evolution of the P310*i*, be even more high performance, more durable and even higher quality.

Introducing the new standard in card printing, the new Zebra P330*i*.

Printer Specifications

General Specifications

Full color dye-sublimation card printing
25 seconds per card single-sided color printing (YMCKO)
Monochrome thermal transfer printing
4 seconds per card black resin only (K)
16MB standard memory
USB interface standard

Ribbon Specifications

- Patented ribbon core and spindle system
- *i* Series technology featuring RFID
- 330 high capacity (YMCKO)
- Monochrome: 1000 and 1500 cards/roll
- Monochrome colors: Black, blue, red, green, white, gold, silver, and scratch-off grey

Card Specifications

- Types: PVC, Composite PVC
- Card width/length: ISO CR-80-ISO 7810, 2.12"
  (54mm) x 3.38" (86mm)
- Option: Magnetic Stripe - ISO 7811
- Card thickness: 10-60 mil
- Card feeder capacity: 100 cards (30 mil)
- Card output hopper capacity: 100 cards (30mil)

Bar Codes

- Code 39, Code 128 B & C with & without check digit
- 2 of 5 & 2 of 5 Interleaved
- UPC-A, EAN 8 & EAN 13
- PDF-417 2D bar code
- Other symbologies available via Windows® printer driver

Fonts

- True Type fonts via Windows printer driver

Bi-directional Communications Interfaces

- USB
- Built-in Ethernet (optional)

Mechanical

- Width: 18.2 in (462mm)
- Depth: 9.4 in (239mm)
- Height: 10.1 in (256mm)
- Weight: 15.5 lbs (7.0kg)

Electrical

- 110 ~ 230 Volts AC, 60 ~ 50 Hz
- FCC Class B, CE, UL and CUL approved

Environmental

- Quiet for offices!
- Operating Temperature: 60°F to 86°F (15°C to 30°C)
- Operating Humidity: 20% to 65% non-condensing
- Storage Temperature: 23°F to 158°F (-5°C to 70°C)
- Storage Humidity: 20% to 70% (non-condensing)
- Ventilation: Free air

Options

- Built-in Ethernet network communications
- Three track magnetic stripe encoder (standard and reverse, Lo-co and Hi-co)
- High capacity feeder (220 30-mil cards)
- Contactless encoding (Mifare and HID)
- Cleaning Supplies
- Service Manual

Target Markets

- Corporate Identification

- Education

- Retail and Warehouse membership and club cards

- Healthcare

- Casinos and gaming

- Event badging

The P330_i_ is designed for responsible, pro-active business people in medium-sized businesses, government agencies or educational institutions or divisions of very large organizations. Zebra's P330_i_ provides unsurpassed reliability and flexibility with outstanding performance in mission critical applications:

Card Requirements: Single-sided monochrome or full color printing with or without magnetic stripe or smart card contact or contactless encoding. The P330_i_ is a workhorse and it is designed to fit effortlessly into any major card printing application.

One to two year card life. (Extended card life requires lamination).

Operating Environment: The P330_i_ is the new face of reliability in card printing. From an office to a warehouse, the P330_i_ will never let you down.

Operator Profile: Easy to use by non-technical operatives.

System Configurations: Windows 2000 and XP

Economics: Ideal for users who want effortless card printing with minimal training and maintenance.

Target Market Applications

Corporate Identification

Create individual and professional ID cards for your employees for security, access control, and time and attendance with Zebra's new highly reliable P330*i* card printer.

Education

Creating Student and Faculty identification just got easier and more efficient. Use the P330*i* to print ID cards on-site and on-demand for a variety of purposes including access control, electronic purchases, etc. You'll never have to worry about your ID card printing again so you can put the focus back where it belongs-- in the classroom.

Retail membership and club cards

Make them more than just a number. Add value and security to membership by printing professional-quality personalized membership cards, including member names and photos. The Zebra P330*i* will also encode magnetic stripes while printing to track membership expiration dates, activities or balances due. With the P330*i*'s reliability and ease-of-use, you'll keep your customers and staff happy!

Healthcare

Employee badging and patient tracking just got easier! Put your trust in the newest highly reliable card printer from Zebra's Performance Line and you'll never worry about card printing on-demand ID's again!

Casinos and gaming

Why gamble when it comes to printing high quality photo identification cards and customer loyalty cards at your casino? Use the P330*i* to make top quality cards that will keep them coming back for one more pull on the slot machine!

Event badging

Let Zebra's P330*i* print on-demand, on-site cards that help you make sure that only the authorized attendees get in, while the crashers stay out. Identification cards created with the P330*i* help ensure your event goes off smoothly – and safely.

Only the P330_i_ is this Flexible!

The P330_i_ is one of the most flexible card printers on the market today. Loaded with features and options, Zebra has once again introduced an incredibly dynamic, easily integrated single sided color card printer. Some of the P330_i_'s unique features are:

- Wide range of card thicknesses (10-60mil)

- Modern look and ingenious design

- 16-digit single line LCD for printer status and error messaging

- 16MB standard memory

- Newly designed angled feeder unparalleled in its reliability

- Large capacity feeder (Available Q4 04)

- Integrated slider-style card exit hopper

- Built-in Ethernet option

- USB interface standard

- YMCKO half panel ribbon

- Tool-less encoder shroud removal

- Integrated Pass-through smart card contact and contactless encoding

    o Eliminate the need for two cables! With the P330_i_, you only have to send the job to the printer through one interface for both printing and encoding!

- Contactless encoder option

Why the P330*i* is the most powerful printer in its class

Latest generation design of the highly reliable "workhorse" P310

The P310 is the world's most popular card printer – a position it achieved by being the most reliable. Basing the P330*i* platform on the fundamental P310 mechanics, we've made the best even better.

User friendly, intuitive features

- LCD Display
- Blue touch points
- Translucent feeder and print viewing

Patented (Patent Pending) highly reliable angled feeder design

The angle is on purpose! This design features an incredibly innovative method of using the card stack itself as the card weight. No more integrated card weights or even the bulky external card weight. Load the cards at an angle and watch them feed continuously. You simply can't find a printer with a more reliable feeder in this class of product.

Wide band feeder system

You can always trust in Zebra to make the best even better. In addition to the angled design, the feeder uses a belt system, as opposed to the previous roller system of the P310, which covers a greater surface area of the card in order to feed every card of every size, hassle-free.

Printhead Bracket opens more than twice as wide!

The newly re-designed printhead bracket now allows over 2.5 times as much clearance, as compared to the P310, for easier ribbon loading and printhead cleaning. You can load the ribbon without threading it under the printhead.

Gimbal Printhead Bracket design

Another re-design for enhanced reliability, the printhead bracket in a P330*i* is on a pivot system. This clever design provides better alignment of the printhead to the platen roller for enhanced print registration.

Easy and gentle open & close printhead latch

With an easy-to-use one-touch latch system in Zebra's customer-touch-point blue, the printhead bracket will open- and close- smoothly and gently with superior control.

T h e   N e w   F a c e   o f   R e l i a b i l i t y

Offers numerous connectivity and card encoding options

- Built-in Ethernet
- Pass-through Contact/contactless smart chip encoding
- Magnetic stripe (3 track, reverse and standard) encoding

Modern look and feel to match the technologically advanced encoding options and design elements

We've captured the spirit of the modern high-tech world we live in with this exciting, fresh and modern new industrial design. The P330*i* will fit seamlessly into any modern day office environment.

Superior print quality to any other Zebra Performance Line card printer

You've asked—we've delivered. The P330*i* lives up to its commitment for unsurpassed reliability and quality in every aspect, including the quality of the printed image.

Summary

Zebra's P330*i* is the perfect solution for simple, straightforward card printing and personalization. It is simply the most powerful card printer in its class. A new standard has been set for high performance, single-sided color card printing.

The next generation of reliable card printers is now available from Zebra Technologies.

Zebra Brand Advantages

The Zebra Brand position starts with innovative engineering to create a complete line of card printer products. The Zebra Brand is recognized for product quality and reliability. When you sell the Zebra Brand you can expect worldwide and world class value-added service and support.

Quality Products and Worldwide Support

With tens of thousands of units installed across the world, the Zebra card printer family is backed by years of field-proven experience. There are a number of companies that manufacture card printers, but no other company can back your selection with a more solid base of manufacturing, sales, service and support.

Fast and Friendly Customer Service With Multilingual Capabilities

We take pride in having a highly trained, multilingual service department and extensive reseller network to support you around the globe. Zebra's Card Printer Solutions group assigns dedicated associates who are certified product experts. Your Zebra associate will ensure your order is shipped on time, quickly resolve any problems and answer your questions as they arise.

Global Network of Authorized Repair Service Providers

Zebra has a worldwide presence that extends into over 90 countries to support your business anywhere you take it.

24-Hr Tech Support via Zebra Website (www.zebracard.com)

Authorized Reseller password protected section includes download software drivers, tech tips and much more. For programming questions or printer behavior issues, support is also available to you thorough various methods: phone, fax, e-mail.

Corporate Overview

Zebra Technologies delivers innovative and reliable on-demand printing solutions to businesses and governments the world over. Zebra is one of the leading global providers of thermal bar code label and receipt printers, card printers, RFID smart label printer/encoders, supplies, label design/integration software, and the widest range of thermal printer connectivity and networking solutions. Zebra is recognized as one of the nation's fastest growing companies by leading industry analysts and national and local business magazines. Zebra Technologies has sold more than three million printers worldwide. To underscore its commitment to quality and reliability, all of Zebra's design and manufacturing sites are certified to the ISO 9000 international standard for quality management.

The P330ι Will be the Best Choice for Most Customers

Incredible New Features, Same Footprint!

Even though the rugged durable exterior of the P330ι gives the illusion that it is much larger, in operational mode the P330ι and P310ι are actually very close to the same size. In the same footprint you know and love, we now offer enhanced reliability, more versatile options, and fantastic print quality! The P330ι is the future for your customers.
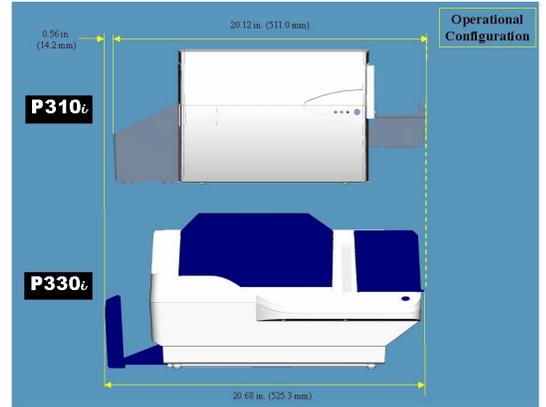
When to Choose the P310ι and When to Choose the P330ι

P310ι is for customers who need:

- Single-sided color printing
- Parallel interface
- A familiar product
- To expand on current P310 installations

P330ι is for customers who need:

- High performance, full color single-sided printing
- Built-in Ethernet
- Contact or contactless encoding
- Higher capacity feeder
- LCD display

P330ⅈ Competitive Comparison

Manufacturer Model Number	Zebra P330ⅈ	Fargo DTC300	Fargo DTC510	Evolis Pebble	Datacard SP35	Magicard Avalon	Magicard Rio
Suggested List Price	$2,695	$2,295	$3,195	$2,295	$2195	$2400	$3,450
Printhead Warranty	1 Year (unlimited passes)	2 year	1 Year	2 Years	18 month	1 year	2 years
Standard Features							
Software Drivers	Win 2000, XP	Win 98/ME/2000/ XP	Win 98, NT 4.0, 2000, ME, XP Optional Macintosh	Win 95/98, 2000, NT 4.0, XP, Macintosh	Win 98, 2000, ME, XP	Win 98/ME/2000/ XP	Win 98, ME, NT 4.0, 2000 and XP
Communication Interface	USB, Built-in Ethernet	USB	Parallel & Serial	Parallel, USB	USB	USB	Parallel, USB
Functional Display	LCD	LCD	LCD	LEDs	LED	LED	LED
Standard Memory	16MB	4MB	4MB	2MB	8MB	2MB	2MB
Printing Specifications							
Print Speed YMCKO	144 cards/hour	133 cards/hour	133 cards/hour	140 cards/hour	120 cards/hour	102 cards/hour	180 cards per hour
Edge-to-Edge Printing	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Card Specifications							
Card Types (ISO CR-80)	PVC & Composite	PVC & Composite	PVC & Composite	PVC & Composite	PVC & Composite	PVC & Composite	PVC & Composite
Card Input Hopper	100 (30 mil) cards/ 220 option	100 cards	100 cards	100 (30 mil) cards	100 (30 mil) cards	100 (30 mil) cards	100 (30 mil) cards
Ribbon Specifications							
Ribbon Detection	Yes	Yes	Yes	No	Yes	No	Yes
Ribbon Low Notification	Yes	Yes	Yes	No	Yes	No	Yes
Monochrome (max) YMCKO (max)	1500 images/roll 330 images/roll	1000 images/cartridge 250 images/cartridge	3000 images/ roll 400 images/roll	1000 images/roll 200 images/roll	1500 images/roll 500 images/roll	1000 images/roll 350 images/roll	1000 images/roll 350 images/roll
Physical Characteristics							
Size (H x W x D)	256 x 462 x 239mm	178 x 267 x 190mm	273 x 470 x279mm	186 x 386 x 225mm	419 x 198 x 229 mm	445 x 200 x 220mm	190x 200x 445mm
Weight	15.5 lbs. (7.0kg)	8 lbs (3.63Kg)	24 lbs. (10.8kg)	15 lbs. (7kg)	Between 8 and 9 lbs. (3.6 kg and 4.1 kg),	15.8 lbs (7.2kg)	19.9 lbs. (8.4kg)

P330_i_ Competitive Positioning

Zebra has always been the leader in developing and introducing high quality, full featured printers and the P330_i_ is no exception. No other single-sided color card printer can compare to the P330_i_ for durability and functionality. The evolution of reliability: **The P330_i_ is the most powerful and most reliable card printer in its class**.

The P330_i_ is the new face of reliability.

> ➢ Based on the engine of the most reliable printer in the market, the P330_i_ is loaded with redesigns that only improve on printer performance and reliability.

> ➢ Newly designed, patented, angled feeder for a wide range of card thicknesses (10-60mil)

> ➢ Wide band feeder for card feeding you can trust
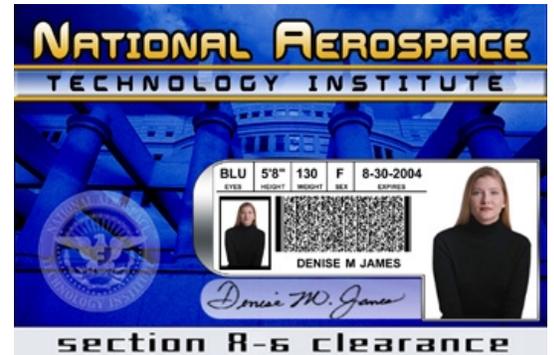
The P330_i_ is the easiest to use.

> ➢ Single line LCD display for status and error-reporting messages

> ➢ Completely redesigned printhead bracket opens more than twice as wide as the P310!

> ➢ Integrated slider-style hopper

> ➢ _i_ Series technology and functionality

> ➢ Firmware download tool in the Windows driver

The P330_i_ has the most dynamic feature set and options.

> ➢ No other competitive printer offers as many options

>> o Built-in bi-directional Ethernet

>> o Pass through smart card

>>> ▪ Contact and contactless encoding

>> o High capacity feeder (220 30mil cards)

> ➢ 16MB standard memory

>> o Some customers require it (RFQ's)

>> o Future expansion

The New Face of Reliability

0 Failures in 5000 Cards!

Number of cards run with no issues (vertical axis: 0, 1000, 2000, 3000, 4000, 5000)

Card thickness categories: 30mil, 10mil, 50mil, 60mil

Legend: □ Cards Run
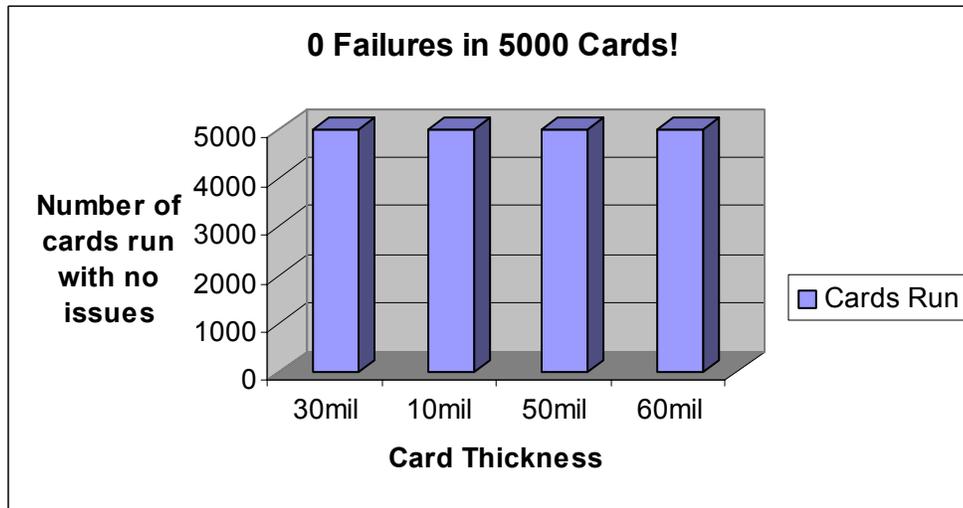
Card Thickness

We've run over five thousand cards of varying card thicknesses (10 to 60mil) without an issue. We have also shuttled over 40,000 cards through the card path. Another test we ran subjected the printer to 30G shock six times (twice each in the X, Y, and Z directions), after which it printed fine. (Humans start coming apart around 10 G's!)

This is a solid design that has been tested and proven that the P330i is the new face of reliability.

Genuine Zebra® Supplies

High Quality, Reliable Media for Optimum Performance

Your choice of card printer supplies is very important. Why? The supplies you choose will ultimately affect the overall quality of the final printed images. To optimize your printer's performance, Zebra offers an array of genuine supplies to meet your specific card printer applications. These include: print ribbons, overlay & laminate ribbons, plastic cards, and cleaning supplies.

All Genuine Zebra Supplies are optimized for maximum printer performance, resulting in rich color and high quality printed images. Genuine Zebra Supplies meet stringent quality standards and guarantee best overall card printer system performance. Supplies are tested and matched to the printer designs.

Make the right choice - choose Genuine Zebra Supplies.

Zebra Technologies provides both in-stock and custom-made media solutions for all applications, including various dye sublimation and thermal transfer print ribbon layouts, multiple overlay varnish and laminate options with holograms, over 16 types of high quality plastic cards, and several cleaning supplies that minimize wear and tear on the printhead, reducing overall maintenance costs.

Why use Genuine Zebra Supplies?

- o Best overall card printer system performance from media tested and matched with printer designs
- o Best system level support for supplies
- o Guaranteed printer compatibility
- o Optimized printer performance for best color images
- o Consistent quality
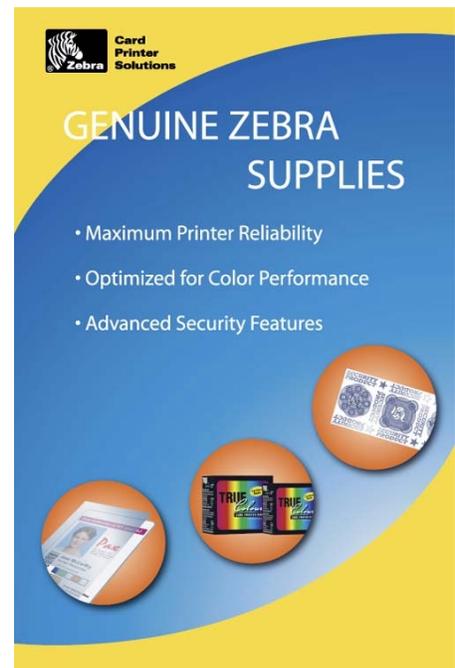
Genuine Zebra® Supplies

Print Ribbons

Reliable Color Card Reproduction

TrueColours plastic card printer ribbons are designed to produce optimum results with your plastic card printer. TrueColours printer ribbons ensure dependable, consistent high-quality color reproduction from card to card, roll after roll. Depend on TrueColours printer ribbons for vibrant, rich, full-color spectrum reproduction, brilliant color photos and "true-to-life" flesh tones, incredibly sharp monochrome resin bar codes and text, and a Patented Overlay ("O" panel) for better card protection, less dye migration and protection against abrasions and scratches. The Genuine Zebra print ribbon formula allows for guaranteed printer compatibility with the ribbon and provides for overall matched performance.

Overlay & Laminate Ribbons

TrueSecure Supplies for Increased Card Protection and Security

All printed plastic cards containing any useful information are subject to counterfeiting, alteration, duplication, and forgery. TrueSecure supplies includes protective materials such as varnish overlays and laminates that are designed to help eliminate these threats. Protection of a card with varnish overlays and lamination will prolong the life of the card by shielding the printed image from UV light (fading of image), preventing dye-migration, reducing normal wear from handling, and reducing wear to the card image caused by frequent swiping of card through magnetic stripe readers.

Plastic Cards

Zebra Premier and Premier Plus Plastic Cards

Zebra's line of durable plastic cards enhance the print quality and image sharpness needed to produce vivid colors and detailed readable bar codes. Zebra guarantees its cards to be ISO compliant, dust-free, and have smooth edges. Zebra offers pure PVC cards and Composite PVC cards, available in various thicknesses and various security options. Cards are available in white blanks, with custom embedded holograms, color shifting ink options, and opacity marks options for enhanced security demands.

Cleaning Supplies

Maximum Performance and Minimized Wear

Zebra offers a full line of cleaning supplies that will assist in maintaining proper printer performance. Regular use of Genuine Zebra Cleaning Supplies will keep your card printer clean and will increase life of important printer parts, including printhead, transport rollers, and magnetic encoders. Routine cleaning of printer will produce better quality, full color card images.