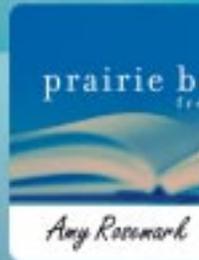
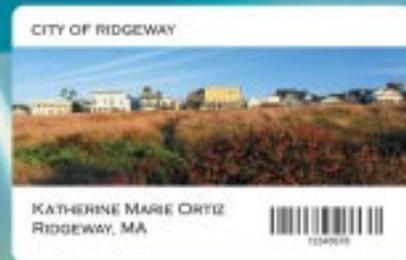
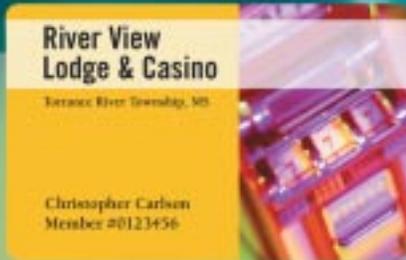


# DATACARD® SP55 CARD PRINTER

## ELEVATE YOUR EXPECTATIONS



## IMAGINE WHAT IT COULD DO FOR YOUR ENTERPRISE

Truly great products shatter limitations. They redefine your expectations, force you to think bigger and empower you to achieve more. The new Datacard® SP55 card printer is a truly exceptional product. Take a closer look and imagine what it could do for your enterprise.



REVOLUTIONARY\_VERSATILE\_INTELLIGENT\_INTUITIVE\_POWERFUL\_SIMPLE\_DEPENDABLE

## Infuse great energy into your card program

### Choosing the right printer is critical

The powerful Datacard SP55 card printer offers the speed and features to meet your current requirements and the flexibility to keep pace with changes in your card program.

For the security-minded, this versatile printer delivers photo IDs that elevate enterprise security to entirely new levels. You can easily create multi-technology IDs that provide authorized users with secure access to facilities, networks and other privileges.

For consumer marketers, the Datacard SP55 card printer empowers highly profitable loyalty programs. Loyalty and membership cards work. They drive consumers to your business. And there is no better way to produce them than with this revolutionary new printer.

Innovations like this make Datacard a clear world leader in secure identity solutions. Put the power of the leading ID solution provider to work for you. Choose the new Datacard SP55 card printer.



## EXPLORE NEW POSSIBILITIES

High-quality cards can strengthen security, increase profits, reduce costs, attract customers and enhance your image. Producing quality cards is easier and more cost-effective than ever — with the new Datacard SP55 card printer.

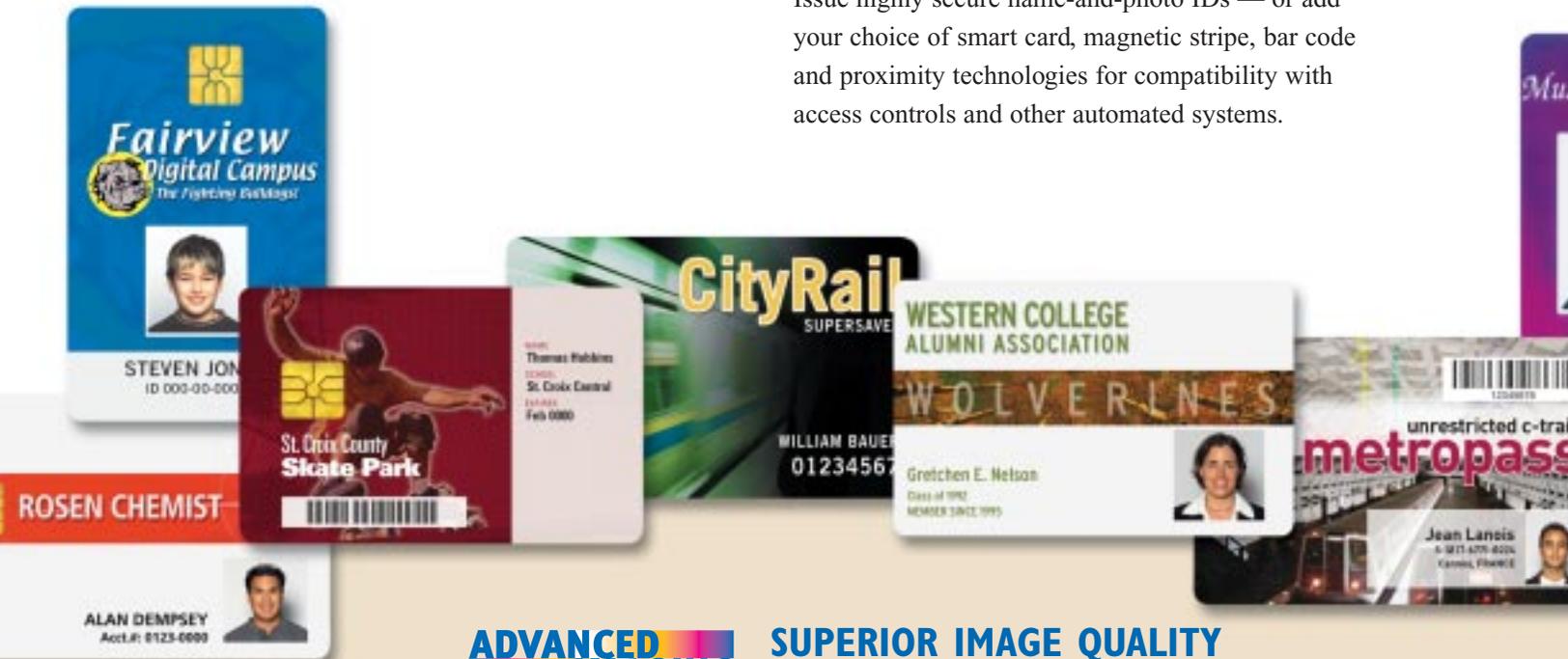
## High-impact solution for a variety of markets

### A perfect platform for security, loyalty and revenue generation

The design of the new Datacard SP55 card printer reflects more than a decade of hands-on experience in the world's most successful card programs. While the image quality and 180 color card-per-hour speed of the printer are impressive, its engineering fine points — such as quick-loading smart supplies, extra-large card hoppers and built-in Ethernet connectivity — make the Datacard SP55 card printer the solution of choice in almost every application.

### Corporate ID and access control

Issue highly secure name-and-photo IDs — or add your choice of smart card, magnetic stripe, bar code and proximity technologies for compatibility with access controls and other automated systems.



**ADVANCED  
IMAGING  
TECHNOLOGY™**

## SUPERIOR IMAGE QUALITY

Advanced Imaging Technology™ delivers crisper, sharper images and industry-leading card quality.

### Student and staff IDs

The Datacard SP55 card printer empowers schools, colleges and universities to control costs with efficient operation, as well as handle peak periods with speeds of 180 cards per hour.

### Retail loyalty programs

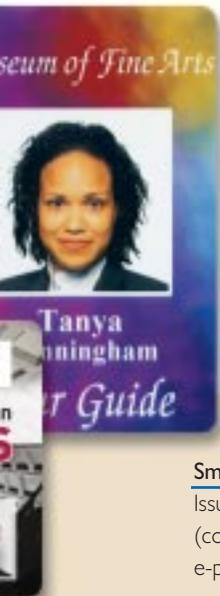
Drive revenue and increase customer spending with loyalty programs and gift card sales. Our quiet, fast and easy-to-use printer lets you execute card programs without adding staff or dramatically increasing costs. Magnetic stripe, bar code and smart card options are ideal for points programs.

### Patient and staff IDs

A strong patient and staff ID program, powered by the new Datacard SP55 card printer, can help you cut costs and create a secure environment. Smart card, magnetic stripe and bar code options provide platforms for privacy, automation and cost reduction. A built-in Ethernet capability lets you locate printers anywhere on your network.

### Resorts, hotels and casinos

Want to make guests feel like they belong? The Datacard SP55 card printer lets you personalize high-quality, multipurpose guest or VIP cards — to increase loyalty, spending and profits.



#### Smart cards/Proximity cards

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

#### 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.

#### Duplex printing

Print high-quality images, text, bar codes and graphics on one or both sides of a card.

## A card printer beyond its peers

Every advanced feature of the Datacard SP55 card printer contributes directly to the success of your card program. These key features ensure simplicity, speed and superior quality for every job.

### Edge-to-edge printing

High-quality, edge-to-edge printing delivers more attractive cards and a more professional look.

### Simplex and duplex printing

You can configure the printer for one- or two-sided printing, depending upon your card design.

### Extra-large card hoppers

Choose 100- or 200-card input hoppers for nonstop productivity. A 40-card output hopper keeps operations moving without card unloading delays.

### 180 color cards per hour

Uptime, simplicity and consistent image quality, plus the raw speed of the printer, contribute to unmatched throughput.

### Optional locks for input tray

You can configure the system with special locks that protect card stock. Additional locks allow you to secure the printer to a work surface.

### Compact, lightweight design

The sleek design allows the Datacard SP55 card printer to work effectively in small work areas.

### Proximity, magnetic stripe and smart card

Choose any combination of proximity, magnetic stripe or smart card technology for access control and other automated systems. Each of these machine-readable technologies can be quickly added to the printer as your needs change.

### Large, quick-change ribbons

Datacard® Certified Supplies with RF technology provide real value-add features, such as “ribbon auto save” which enables consumers to increase productivity while lowering the cost per card.

### Built-in Ethernet connectivity

Simply plug it into your network and print cards anywhere with built-in Ethernet capabilities. A great feature for large, multifaceted organizations, such as hospitals, corporations, colleges and universities.



## COMPLETE SOLUTIONS

The Datacard SP55 card printer offers seamless compatibility with Datacard® identification software and capture solutions to create powerful photo ID systems. We offer software and capture products for every card program and every budget.

## WHAT MAKES THE DATACARD SP55 CARD PRINTER BETTER?

We merged the power and capabilities of a professional-grade card printer with the compact simplicity of a desktop printer.

The result is a card printer like no other — advanced enough for complex security programs, simple and affordable enough for businesses launching their first card program.



## **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 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 learn more**

To learn more about the Datacard® SP55 card printer, please contact your authorized Datacard representative or visit us at [www.datacard.com](http://www.datacard.com).

# **Datacard**Group

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