

Datacard 150i Desktop Card Personalization System



Instantly issue cards to customers

Now you can produce ATM, debit and credit cards for your customers—while they wait, in a matter of minutes. The Datacard® 150i card personalization system delivers ready-to-use cards in a fast, single-pass operation.

This affordable, compact system is the ideal solution for banks, credit unions, retailers and other organizations looking to enhance their services and increase customer loyalty.

Reduce costs and increase customer satisfaction

Issuing financial cards on the spot eliminates the time, expense and risk associated with sending personalized cards via the mail. Plus, instead of asking customers to wait several days or weeks to receive their cards, you can personalize and issue cards immediately. That is a great way to demonstrate your commitment to customer service and satisfaction.

Promote immediate use of your products and services

When you instantly issue cards with the Datacard 150i system, customers can begin generating revenue for your business right away. You also have an excellent opportunity to walk customers through the actual process of using their cards. Customers who are comfortable and confident with your products and services are more likely to use them immediately.

Seize valuable face time to cross-sell your services

Personally handing customers their cards also creates a prime opportunity to mention other products and services. After walking customers through card usage procedures, you can suggest related products you offer that may interest them.

This one-to-one service helps make customers more loyal to your organization, while creating lucrative new selling opportunities for you.

Choose from a range of personalization options

In addition to standard embossing, magnetic stripe encoding and color topping, the Datacard 150i system features optional indent printing and smart card personalization to meet your financial card issuance requirements.

Advanced security features protect your assets

The Datacard 150i system includes several security features to guard against card theft and fraud. For example, a user-defined password must be entered on a keypad to unlock the chassis cover. A password is also required from the host to enable financial card production. All entries are captured in an automated audit trail to protect your cardstock.



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From the world leader in card issuance systems, service and training

From the world leader in card issuance systems, service and training Datacard Group is the world's first choice for card issuance solutions. Leading card issuers use our systems for high-volume central issuance programs and low-volume instant issuance applications. Our systems set the standard for image quality, card security and productivity.

Datacard Group backs this winning product line with world-class service, support and representation in more than 120 countries worldwide. We offer online and on-site support, customer training and a wealth of professional services to help you get the most from your card programs.


Standard features

- 75-character embossing wheel
- Magnetic stripe encoding—high- and low-coercivity, software-selectable
- Automatic card feed
- Exception/manual card feed
- Locked cabinet with password-protected access
- Message LCD and LEDs
- Local 12-position keypad
- RS-232 communications
- Host password security for financial cards

Options

- Smart card personalization
 - Smart card software developer's kit (SDK)
 - Factory/field upgrades
- Indent printing (front or rear)
- Color topping
- Reloadable topping foil cassette
- Choice of topping foil colors:
 - Black
 - Gold
 - Silver
 - Red
 - White
 - Dark blue
 - Process blue
- Datacard® 150i Software Developers Kit (SDK) for developing special applications
- Print drivers for Microsoft® Windows® 95, Windows® 98, Windows NT® 4.0 and Windows® 2000 Professional

Specifications

- Recommended annual production volume: up to 12,000 cards
- Card production speed:
 - Approx. 50 seconds per card (40 characters based on ISO standard financial card format)
 - Approx. 30 seconds per card (20 characters, 1 embossed line)
- Magnetic stripe encoding: up to three tracks, including IA, IAT, IAJ and J
- Smart card personalization
- Indent printing:
 - Standard characters
 - MasterCard® security characters
- Input hopper: up to 100 cards (automatic feed)
- Output stacker: up to 15 cards
- Reject card stacker: up to 10 cards
- Plastic cards accepted: CR80
 - Card size: 3.375 in. x 2.125 in. (85.7 mm x 54.0 mm)
 - Card thickness: 0.030 in. (0.76 mm)
- Physical dimensions:
 - 24.0 in. x 17.75 in. x 11.0 in. (610 mm x 280 mm x 451 mm)
- Base system weight: approx. 70 lbs. (31.8 kg)
- Electrical configurations:
 - 100V, 50/60 Hz
 - 110V, 50/60 Hz
 - 120V, 50/60 Hz
 - 220V, 50/60 Hz
 - 230V, 50/60 Hz
 - 240V, 50/60 Hz
- Operating environment:
 - 60°F to 90°F (15°C to 32°C)
 - Relative humidity: 20% to 85%, non-condensing
- Noise level: 62dB
- Communications: R2-232 port
- Protocol: supports CPX
- Industry certifications:
 -  Mark certified
 - FCC certified
 - DEMKO certified

Datacard Group

11111 Bren Road West

Minnetonka, MN 55343-9015

952 933 1223

952 931 0418 FAX

www.datacard.com

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