

# Prima 4

NEW

## Reverse transfer ID card printer



### The highest print quality

The reverse-transfer Prima is ideal for producing top quality, durable cards.

The image quality of the printed card is comparable to mass produced offset litho printed cards, but with the advantage that each card can be personalized.

### The Prima is ideal for:

- Driving Licenses
- Airport Cards
- National ID
- Banking/Financial Cards
- Bureau Services

### Features and options



STANDARD



STANDARD



OPTION



OPTIONS



OPTION



The Prima is supplied with a free, 3 year warranty and support including loaner service, plus life-time printhead cover\*.

(Available in the EU, North America and other selected territories)

Ultra  
ELECTRONICS

PROFESSIONAL SERIES

MAGiCARD

# The innovative Prima 4 Reverse Transfer printing technology

The Prima 4 printer's reverse transfer printing technology delivers superb print quality and is the ideal choice for printing technology embedded cards, as well as high volume batch printing.

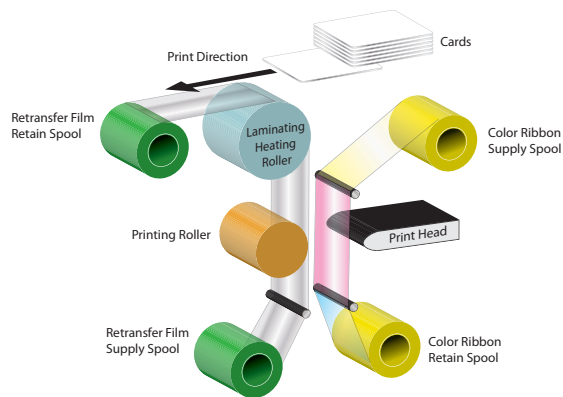
The process works like this:

The ID card image is printed from the YMCK dye film onto a clear retransfer film in a "reverse image", and is then laminated onto the card surface. The printed image is protected from scratching and fading by the clear film layer. In comparison, dye sublimation printers transfer the dyes directly onto the card surface using thermal transfer dye diffusion technology, followed by a thin acrylic varnish. Both methods use YMCK dye films, but the reverse transfer method uses an additional polyester transfer film.

The advantages of Reverse Transfer technology are:

- Amazing print quality
- The ability to print cards with uneven surfaces such as smart and proximity cards
- True over-the-edge printing on the card
- The ability to print onto non-PVC cards like ABS, PET, PVH and Polycarbonate

High-capacity YMCK dye film together with the separate re-transfer film provides 1000 color prints. Both dye film and re-transfer cartridges insert easily for user convenience.



## Enhanced encoding options

The new Prima printers are optionally equipped with smart card encoders, which support the following encoding technologies:

- Philips: MIFARE<sup>®</sup>, DESFire<sup>®</sup>
- HID: iCLASS<sup>®</sup>
- Legic<sup>®</sup>
- Contact Chip





## Inline Lamination

Single-sided or double-sided lamination

The inline laminator integrates exclusively with the Magicard Prima. Available in single or double-sided, it delivers an outstanding lamination result with all available options. Regardless of whether the application calls for thin holographic film, or thicker overlamine patches, the result is always superb.

Front loading of the lamination rolls is convenient and user friendly. The inline lamination unit is user programmable. Temperature and speed settings can be adjusted via the front panel display for optimum results with varying card types including PVC, PVH, ABS, 100% PET and even Polycarbonate.

Lamination materials include thin holographic overlays and 0.5 mil and 1 mil patch laminates available in clear or custom formats.

The Magicard Prima's unique portrait orientation lamination mode allows for fast operation.

## ONLY Magicard offers you all the following valuable features:

- 3 years UltraCoverPlus warranty and support (EU, North America and selected other territories).
- Wide range of encoding options – Philips Mifare, Desfire, HID iClass, Legic and Contact Chip.
- USB 2.0 and Ethernet as standard.
- Inline lamination options.
- Extensive choice of field upgrades.
- Auto dye film detection.
- Anti-bend card output.

Visit [www.magicard.com](http://www.magicard.com) for more information.

### Specifications

Warranty*	3 years UltraCoverPlus warranty and support which includes full printhead coverage and free loaner service – North America, EU and other selected territories. Elsewhere 12 months limited warranty.
Print Speed	YMCK with transfer to card: up to 100 cards per hour single-sided.
Card Capacity	100 card input and output hoppers.
Printhead	Simple field replaceable unit.
PC interfaces	USB (Ver2.0) Full-Speed (12Mbps) and Hi-Speed (480Mbps) 10BASE-T/100BASE-TX Ethernet, both included as standard.
Printer Drivers	Windows 2000 Professional (SP4), XP (SP2, SP3), Vista (SP1), Windows Server 2003 R2 SP2, Server 2008, 7.
Security Features	Holographic laminates (Requires lamination module) and UV film options.
Cleaning	Removable cleaning roller cassette.
Dimensions	13.5" width x 12.6" height x 13" length (343mm width x 320mm height x 330mm length).
Weight	34.1lbs (15.5kg).
Operating Conditions	59 to 86°F (15 to 30°C); 35% to 70% non-condensing.

### Consumables

Dye Film	Set of 1 YMCK dye film + 1 retransfer film - 1000 prints - Part No Prima 431 . YMCKK 750 prints (Full-color printing on one side and black on reverse side) - Part No Prima 433 . YMCK-UV 750 prints (Full-color and UV panel) - Part No Prima 434 .
Retransfer Film	Retransfer film 1000 prints. ( Retransfer film must be paired with dye film for printing ) - Part No Prima 436 .
Laminates	Thin, 0.5 mil and 1 mil laminates available. Clear and holographic laminates.
Card Thickness/Stock	0.25mm to 1.0mm (10mil to 40mil) / PVC, ABS, PET, PVH, and Polycarbonate ISO Standard CR80 sized cards.

### Models

Prima 4 Uno	Single-sided - Part No Prima 401 .
Prima 4 Duo	Double-sided - Part No Prima 402 .

### Options

Inline Laminator	Compact, single-sided or double-sided - Part No Prima 451/Prima 452 .
Magstripe Encoder	Prima with HiCo/LoCo Magstripe encoder - Part No Prima 421 .
Contactless Card Encoder	Contactless cards supported : Philips MIFARE <sup>®</sup> , DESFire <sup>®</sup> , HID: iCLASS <sup>®</sup> , Legic <sup>®</sup> .
Smart Card Encoder	Optional chip contact programming facility for smart cards - Part No Prima 422 .

## YOUR ID CARD PRINTER



**Edge to edge** Highest photo-quality images, printed right over the edge of the card.



**Encoding** **Magstripe** - Encoder for access control, time and attendance.  
**Chip Contact** - Programming facility for smart cards.  
**Contactless** - Philips MIFARE <sup>®</sup>, DESFire <sup>®</sup>, HID: iCLASS <sup>®</sup>, Legic <sup>®</sup> options available.



**Duplex** Prints on both sides (Prima 4 Duo).  
**OPTION**



**Lamination** For added durability and holograms, an inline card laminator is available.



\*Warranty subject to the observance of specific conditions of use and maintenance, as well as the use of certified 'Original Magicard' dye films.

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The information contained in this document reflects the current state of design and we reserve the right to change the specification without notice or obligation.

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[www.ttsys.com](http://www.ttsys.com)



TransTech Systems, Inc.  
12142 NE Sky Lane, Suite 130  
Phone: 888.843.3643  
Fax: 503-682-0166  
Email: sales@ttsys.com  
[www.ttsys.com](http://www.ttsys.com)

