

# Persona® C30e Card Printer/Encoder



ACCESS simplicity.

# Persona C30e Card Printer/Encoder



## The simple way to personalize photo ID and access control cards.

The Persona C30e is all about simple, reliable and affordable ID card printing. It's designed for everyone who wants to make great-looking plastic ID cards — even technology cards — on a budget. For hundreds of applications including company and school IDs, access cards, membership and customer loyalty cards, the Persona C30e delivers durable plastic ID cards with printing that's more colorful than ever.

security features such as a duplicate photo and digital signature.

- **Card technology:** Make your Persona C30e more versatile by adding card encoding capabilities. Optional modules encode data for contact and contactless smart cards (such as HID iCLASS® technology), plus proximity and magnetic stripe cards for access control and other applications.

### One printer. Multiple choices.

The Persona C30e includes a feature that puts it ahead of every other card printer in its class: versatility. The same C30e that prints and encodes your employee photo ID access cards in full color can also print contract worker IDs in black and white, rewritable visitor badges and thin, flexible loyalty cards for mailing to frequent customers. Or use economical half-panel ribbons to personalize pre-printed cards with a photo and bar code. It's easy to configure the Persona C30e to meet your specific card printing and encoding needs — just choose the right options:

- **Connectivity:** By adding the Ethernet and internal print server option, your Persona C30e can be shared in networked card printing applications.

### Cards thick or thin.

The versatility of the Persona C30e also extends to card stocks. It can print on cards as thin as 9 mil and as thick as 40 mil. That includes the new thin ID cards all the way up to thicker smart cards with embedded electronics. Thin plastic cards are quickly gaining popularity around the world for health care, mass transit systems, highway tolls, parking, membership and customer loyalty programs. Because the cards are thin, flexible and lightweight, they're easy to mail, attach to a patient's chart or slip into a



Persona C30e single-sided printer

One side, or two? The Persona C30e Card Printer/Encoder comes in both single- and dual-sided models. If you only need cards printed on one side, choose the compact, single-sided C30e. But if you want the flexibility of printing on both sides — to put a bar code on the back, for example — opt for the dual-sided C30e. Either way, you'll get one of the easiest-to-use ID card printers anywhere — the Persona C30e.

- **Single- or dual-sided printing:** Printing on both sides of the card gives you more space for company and cardholder information, and

- 1 Print two-sided cards with the C30e dual-sided model. It prints both card sides in one pass.
- 2 Make your cards more versatile by adding optional smart card and magnetic stripe encoders.
- 3 Color printing enhancements produce cards with full-color images that look truly photographic.
- 4 Maintain print quality while protecting the printhead. Integrated card cleaning roller automatically removes damaging dust and debris from each card — a critical step before conventional card printing.
- 5 Load ribbons in a snap by simply sliding in the all-in-one cartridge. Nothing to thread, tear or fumble with.



billfold. And with the Persona C30e, thin cards are as easy to produce — and as good-looking — as any other plastic ID card.

#### Print. Erase. Repeat.

Some cards, such as visitor badges or transit passes, are used for hours or days, then thrown out. The Persona C30e helps eliminate the waste of short-lived cards with the remarkable ability to erase and rewrite cards multiple times. It's all done with special heat-sensitive cards that are printed and erased by a heating element in the C30e printhead — no conventional printing ribbon is involved. Rewritable cards offer exciting new ID applications such as: customer loyalty cards with updated point totals, library cards with current due dates, personalized IDs for volunteers, student IDs with schedule information and many more. And while rewritable printing is monochromatic, cards can be preprinted in full color on the reverse side so there's no compromising appearance quality. Since the printing on rewritable cards is easily

changed, they should not be used for secure ID applications.

#### Hassle is out. Easy is in.

For printing conventional cards, the Persona C30e's easy-loading, all-in-one ribbon cartridge saves time and eliminates the mess and expense of torn, wasted ribbons. Simply open the front panel, slide in the ribbon cartridge, close the panel, and you're done. There's nothing to feed, nothing to fumble with, nothing to tear. And since the card cleaning roller is integrated into the ribbon cartridge, you automatically change the cleaning roller every time you change the ribbon.

#### Simply the best value available.

The Persona C30e packs 30 years of printing technology development and experience into a simple, compact unit. It gives you outstanding performance and reliability at a much higher level than its price would suggest. When your organization needs a reliable, affordable ID card printer, the choice is simple — Persona C30e.



Security begins with the card. Protect your photo ID and access cards from counterfeiting with HID visual security solutions. Custom HoloMark™ cards (top) embed a 3D holographic design onto the card surface. Translucent foil cards (above) embed a holographic watermark just under the card surface. These and other visual security solutions make the ID cards produced by your Persona C30e hard to forge or alter, yet easy to authenticate.



Load ribbons in a snap. The Persona's all-in-one printer cartridge lets you change both the ribbon and cleaning roller in one easy step.

# Persona C30e Card Printer/Encoder

Specifications Overview  
(complete Persona C30e specs available at [www.hidglobal.com/personac30e](http://www.hidglobal.com/personac30e))

Print Method:	Dye-Sublimation / Resin Thermal Transfer
Resolution:	300 dpi (11.8 dots/mm) continuous tone
Colors:	Up to 16.7 million / 256 shades per pixel
Print Speed:**	<ul style="list-style-type: none"> <li>• 7 seconds per card (K)*</li> <li>• 12 seconds per card (KO)*</li> <li>• 27 seconds per card (YMCKO)*</li> <li>• 35 seconds per card (YMCKOK)*</li> </ul>
Print Area:	<ul style="list-style-type: none"> <li>• CR-80 edge-to-edge (3.36"L x 2.11"W / 85.3mmL x 53.7mmW)</li> <li>• CR-79 (3.3"L x 2.04"W / 83.8mmL x 51.8mmW)</li> </ul>
Accepted Standard Card Sizes:	<ul style="list-style-type: none"> <li>• CR-80 (3.370"L x 2.125"W / 85.6mmL x 54mmW)</li> <li>• CR-79 Adhesive back (3.313"L x 2.063"W / 84.1mmL x 52.4mmW)</li> </ul>
Accepted Card Thickness:	.009" – .040" / 9 mil – 40 mil / .229mm – 1.016mm
Input Card Cartridge Capacity:	100 cards (.030" / .762mm)
Output Hopper Card Capacity:	Up to 30 cards (.030" / .762mm)
Software Drivers:	Windows® 2000 / XP / Server 2003; Linux***
Warranty:	<ul style="list-style-type: none"> <li>• Printer – Two years</li> <li>• Printhead – Two years, unlimited pass with UltraCard™ cards</li> </ul>
Options:	<ul style="list-style-type: none"> <li>• Smart card encoding modules, field-upgradable by technician</li> <li>• Magnetic stripe encoding module, field-upgradable</li> <li>• 100-card output hopper with or without reject tray</li> <li>• Dual-sided printing module</li> <li>• Ethernet connectivity with internal print server (replaces USB connection)</li> <li>• Printer cleaning kit</li> </ul>

\* Indicates the ribbon type and the number of ribbon panels printed where Y=Yellow, M=Magenta, C=Cyan, K=Resin Black, O=Overlay.

\*\* Print speed indicates an approximate print speed and is measured from the time a card drops into the output hopper to the time the next card drops into the output hopper. 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 the print.

\*\*\* Linux versions: Ubuntu 7.10, Red Hat Enterprise Desktop 5, Fedora Core 7, Fedora Core 8, openSUSE 10.3, Novell SUSE 10.

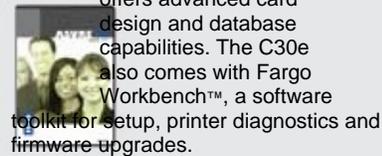
There's no easier way to produce high-quality plastic ID cards for:

- K–12 schools
- Small corporations
- Parks and recreation
- Health clubs
- Recreational facilities
- Ski lodges and resorts
- Loyalty programs and more



Card Personalization Software.

The Persona C30e can be shipped withASURE ID software at no additional charge. ASURE ID is easy-to-use photo ID card software that offers advanced card design and database capabilities. The C30e also comes with Fargo Workbench™, a software toolkit for setup, printer diagnostics and firmware upgrades.



Accessories available.

Enhance the appearance, presentation and security of your photo IDs, and make card production even easier, with accessories from HID Global. Choose from a selection of digital cameras, photo lighting equipment and backgrounds, plus card accessories such as lanyards and clips.



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ACCESS experience.

Almar Laminating Corp.  
5151 NW 74<sup>th</sup> Avenue  
Miami, FL 33166

Tel.: 786.464.1980 Fax: 786.464.1981  
Email: [sales@almarlaminating.com](mailto:sales@almarlaminating.com)  
[www.almarlaminating.com](http://www.almarlaminating.com)