

# DATACARD® 150i CARD PERSONALIZATION SYSTEM



## **MAKE AN IMMEDIATE IMPACT**

*In a productive, single-pass operation, the Datacard® 150i card personalization system embosses preprinted financial cards for a wide range of instant issuance applications. Choose from a variety of personalization features, including:*

- Embossing
- Magnetic stripe encoding
- Color topping
- Indent printing
- Contact or contactless smart card personalization
- Concealed card output

## **Issue financial cards instantly and grow your business**

The Datacard® 150i card personalization system delivers embossed ATM, debit and credit cards in less than a minute, so you can give them directly to cardholders. This affordable system is ideal for banks, credit unions and retailers that want to offer new card products, increase revenue and strengthen customer loyalty.

- **Expedite card usage and reduce costs.** When you instantly issue cards with the 150i system, cardholders can use them immediately. This eliminates the expense and risk of sending cards through the mail. Instant issuance also maximizes valuable face-to-face interaction with consumers, which helps build confidence in your brand and creates unique upselling opportunities.
- **Promote new products.** With the smart card coupler option, the 150i system can issue contact or contactless payment cards that help differentiate your business. Growing in popularity, contactless payment cards provide exceptional convenience and quick, easy purchasing power for customers. To further support instant issuance and EMV® applications, the 150i system is compatible with CardWizard® issuance software.
- **Protect your assets.** To guard against card theft and fraud, the 150i system requires users to enter a password on the keypad to unlock the chassis cover. A password from the host enables card production, and all entries are captured in an automated audit trail to protect card stock. In addition, the 150i system supports the VISA® single and triple-DES encryption requirement.



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Message LCD and LEDs provide easy status checks

Enhanced embossing module improves reliability

Locked cabinet with password-protected access increases security



Smart card coupler (optional)

Automatic card feed with 100-card input hopper protects preprinted card stock

Enhanced card path streamlines production

The Datacard® 150i card personalization system makes it easy for banks, retailers and others to issue embossed financial cards — including contact and contactless smart cards — on demand.

## Standard Features

- 75-character embossing wheel
- Magnetic stripe encoding
  - High and low coercivity
  - Software-selectable
- Automatic card feed with 100-card input hopper
- 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
- Print drivers for the following operating systems:
  - Microsoft® Windows® 95
  - Windows® 98
  - Windows NT® 4.0
  - Windows® 2000 Professional
  - Windows® XP

## Options

- Smart card personalization
  - Smart card software developer's kit (SDK)
  - Factory/field-upgradeable
  - Contact or contactless smart card coupler
- Indent printing
- Color topping
  - Reloadable topping foil cassette
  - Choice of topping foil colors (black, gold, silver, red, white, dark blue, process blue)
- Software
  - Datacard® Affina® smart card software
  - Datacard® 150i Software Developer's Kit (SDK) for developing special applications
  - Datacard® CardWizard® issuance software

## Specifications

- 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 five tracks, including IA, IAT, IAJ and JIS
- Smart card personalization
  - Contact or contactless
- 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
  - ISO ID-1/CR-80 size cards
  - 3.370 in. x 2.125 in. (85.6 mm x 53.98 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
  - 100-240V, 50/60 Hz
- Operating environment
  - 60°F to 90°F (15°C to 32°C)
  - Relative humidity: 20% to 85%, non-condensing
- Noise level
  - 62 decibels
- Communications
  - RS-232 port
- Protocol
  - Supports CPX
  - Security single and triple DES encryption
- Agency approvals
  - UL, cUL, FCC certified

## DatacardGroup

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