⋮⋮⋮ ZEBRA

MERCATI E APPLICAZIONI PRINCIPALI

Controllo degli accessi
- Badge dipendenti

Strutture scolastiche
- Card di identificazione e controllo accessi in strutture per l'infanzia e istituti di istruzione superiore

Retail e settore alberghiero
- Tessere associative
- Pass per eventi e stagionali
- Card per ospiti e passeggeri
- Etichette di sicurezza alimentare

Servizi finanziari
- Carte di credito
- Carte di debito

MATERIALI DI VENDITA E DI RIFERIMENTO

The Source:
zebra.gosavo.com/

Partner Gateway:
https://partnerportal.zebra.com

Home page del prodotto ZC350:
www.zebra.com/zc350

Servizi globali:
www.zebra.com/us/en/services.html

Portale della formazione:
http://learning.zebra.com

Strumenti di sviluppo:
www.zebra.com/software

Per ulteriori informazioni sulla ZC350, visitate il nostro sito web: www.zebra.com

Stampante per card ZC350

PROGETTATE E STAMPATE QUALSIASI TIPO DI CARD CON UNA SEMPLICITÀ – E UNA VELOCITÀ – SENZA PRECEDENTI

Quando i vostri clienti devono stampare badge per dipendenti, tessere per mezzi pubblici o carte di credito, con la ZC350 possono farlo in modo migliore, più veloce e più facile. Opzioni di stampa avanzate permettono agli utenti di creare praticamente qualsiasi design abbiano in mente, con il supporto di ogni tecnologia di codifica esistente. La ZC350 offre le massime velocità di stampa disponibili e una semplicità d'uso straordinaria con qualsiasi tipo di output – card solo fronte o fronte/retro, con grafica semplice e in bianco e nero oppure complessa e a colori. E con il suo look "cool", il profilo più snello e lo spazio di manovra più ridotto della categoria, la ZC350 si adatta a più spazi di qualsiasi altra stampante della stessa categoria. Serie ZC350: la stampante per card che non conosce limiti.

10 MOTIVI PER CUI LA ZC350 PRIMEGGIA NELLA SUA CATEGORIA

Interfaccia LED/LCD ad alto contenuto grafico
La ZC350 presenta icone altamente intuitive e familiari, animazioni e messaggi testuali nella lingua del cliente, per consentire a ogni utente di comprendere facilmente le necessità della stampante e qualunque procedura da eseguire.

Un ingegnoso alimentatore di card di nuova concezione gestisce all'istante spessori card differenti
Solo la ZC350 è dotata di un alimentatore card avanzato che si adatta automaticamente allo spessore di ogni card; non occorre più effettuare regolazioni specifiche a seconda del tipo di card in uso.

Nuovissimo design del raccoglitore
Con il nuovo raccoglitore della ZC350, completamente riprogettato, caricare e scaricare le card è più facile che mai. Grazie agli sportelli di uscita in "stile saloon", non c'è niente da aprire – basta prendere una singola card o l'intera pila. Inoltre, i raccoglitori in entrata e in uscita della ZC350 hanno la stessa capacità, così si riduce la necessità di rifornirli e svuotarli.

Sostituzione del nastro a prova di errore
Sostituire un nastro non è mai stato così facile... infatti non servono istruzioni.

- Con un solo movimento è possibile sbloccare e aprire lo sportello di accesso al nastro della ZC350, anch'esso di nuova progettazione.
- L'esclusiva impugnatura a maniglia non lascia spazio a dubbi su come rimuovere o inserire il nastro.
- Il design a innesto perfetto assicura che il nastro sia installato correttamente.
- Grazie agli smart chip integrati, il cliente sa sempre quando è il momento di sostituire il nastro.

Design elegante e profilo più snello della categoria
La ZC350 ha un'estetica da prodotto consumer che permette di collocarla in aree a contatto con i clienti. E grazie all'ingombro minimo, al profilo più snello e allo spazio di manovra più ridotto della categoria, la ZC350 si adatta a qualsiasi spazio.

Possibilità illimitate per i design delle card
La ZC350 presenta una ricca dotazione di funzioni avanzate per la produzione di card, come i nuovi nastri che offrono colori particolari ed effetti speciali:

- Un nuovo nastro perlaceo permette agli utenti di incorporare elementi grafici con colore cangiante che sono difficili da contraffare.
- Fate risaltare loghi, testi o numeri di conto con effetti 3D realizzabili con un nuovo nastro a colori metallici.
- Con il nuovo nastro a durata estesa potete incorporare un'immagine di filigrana visibile solo quando la card viene inclinata o esposta a raggi ultravioletti. Potete anche aggiungere uno strato protettivo ad alta resistenza per creare card in grado di durare da tre a cinque anni.

Massima flessibilità di codifica
Con la ZC350 i vostri clienti hanno a disposizione opzioni di codifica complete. Indipendentemente dal tipo di tecnologia di codifica più indicato per le card che devono produrre – banda magnetica, prossimità, con contatto o contactless – la ZC350 la supporta direttamente. E con il kit ZIP Pocket e i nostri nuovi kit di sviluppo software (SDK), è semplice integrare il supporto per qualsiasi codificatore contactless/a contatto di altra marca.

Soddisfa la vostra esigenza di velocità
Sia che i vostri clienti debbano stampare una sola card, centinaia o migliaia, con la ZC350 possono farlo in pochi istanti, grazie alle velocità di stampa tra le più elevate della categoria.

Caratteristiche di sicurezza avanzate
La ZC350 offre più funzioni di sicurezza di qualsiasi altra stampante della sua categoria, come il dispositivo di blocco del coperchio, lo slot per lucchetto Kensington, la crittografia AES di livello governativo e l'autenticazione host sulla stampante.

L'interfaccia grafica del driver di nuova progettazione facilita più che mai la stampa di card
La raffigurazione visiva della card permette all'utente di controllarne all'istante l'aspetto e di verificare come cambia a seconda delle impostazioni applicate, eliminando così i tempi e i costi associati alla necessità di effettuare ripetute prove di stampa delle card.

I VANTAGGI DELLA VENDITA DEI MATERIALI DI CONSUMO CERTIFICATI ZEBRA

Se qualcosa va storto con i supporti di stampa, i processi subiscono interruzioni, la produttività cala e i costi aumentano. La scelta dei materiali di consumo giusti è di importanza critica.

Per le aziende che dipendono dalla stampa termica delle etichette, i materiali di consumo certificati Zebra forniscono la qualità, le prestazioni e l'assistenza più costanti, così i clienti non devono mai preoccuparsi di possibili interruzioni dell'attività dovute a problemi dei materiali di stampa. Ecco alcuni vantaggi:

Qualità eccezionale e costante

- Tutti i materiali vengono ispezionati, convertiti e pretestati utilizzando processi ottimizzati per la stampa termica.
- Non sostituiamo mai i materiali, per nessuna ragione, quindi avete la garanzia di prestazioni affidabili nel tempo.
- Evitando i contrattempi e l'usura delle stampanti, si aumenta la produttività e si riduce il TCO.

Assistenza straordinaria

- L'infrastruttura di Zebra rende possibili livelli eccezionali di affidabilità, flessibilità e praticità.
- Un servizio affidabile e flessibile si traduce in maggiore efficienza operativa e scalabilità aziendale: man mano che le esigenze di stampa crescono e cambiano, il nostro servizio si adatta per soddisfarle.

Competenza ineguagliabile

- Oltre 30 anni di esperienza nel settore delle stampanti termiche e dei relativi materiali fanno di Zebra il partner ideale: i nostri materiali di consumo e le nostre stampanti formano un connubio vincente e danno il meglio di sé quando lavorano insieme.
- I clienti hanno la certezza di essersi affidati al numero uno del settore.

PRINT DNA FOR CARD – TRASFORMAZIONE DELLE STAMPANTI DALL'INTERNO

Una grande soluzione hardware non è fatta solo di hardware. Con la potenza di Print DNA le stampanti per card basate sulla piattaforma Zebra Link-OS entrano a far parte di una categoria a sé, grazie a strumenti software esclusivi Zebra che facilitano il lavoro di tutti gli utenti nelle attività di stampa, gestione delle stampanti e sviluppo di applicazioni.

Per maggiori informazioni sulle caratteristiche e funzioni di Print DNA, visitate www.zebra.com/printdna e consultate la guida alla vendita del prodotto (Print DNA Selling Guide).

STRUMENTI PRINT DNA PER LA ZC350	
CardStudio	Questo software di progettazione card ricco di funzioni e facile da imparare semplifica la creazione di carte fedeltà, gift card, tessere identificative e altri tipi di card.
SDK multipiattaforma	Il solido SDK multipiattaforma consente di creare app su PC, smartphone e tablet, con il supporto dei principali sistemi operativi. Caratteristiche e funzionalità: • Facile sviluppo di app di stampa su card con controllo totale delle funzionalità di stampa e codifica da ambienti Windows, Linux, Mac OS e Android • Abilitazione della stampa su card da dispositivi mobili Android • Protezione delle app mediante crittografia e autenticazione host
Print Touch	Con un solo tocco potete usare i dispositivi mobili Android per accedere a tutorial dimostrativi e informazioni sulla risoluzione di problemi per mantenere le stampanti sempre in funzione, operative e disponibili.

PIANI DI ASSISTENZA E SUPPORTO GLOBALI ZEBRA

SERVIZIO	CARATTERISTICHE	DURATA
Zebra OneCare Select	• Copertura completa, incluse testine, normale usura e rotture accidentali • Accesso prioritario 24x7 al supporto tecnico dal vivo e aggiornamenti software • Sostituzione anticipata e spedizione espressa (sostituzione entro il giorno successivo) • Avviamento dei dispositivi • Supporto RMA (autorizzazione di reso materiale) online	• 3 e 5 anni • Rinnovi: 1 e 2 anni
Zebra OneCare Essential	• Copertura completa, incluse testine, normale usura e rotture accidentali • Accesso prioritario 8x5 al supporto tecnico dal vivo e aggiornamenti software • Tempi di riparazione e riconsegna di 3 giorni con spedizione di ritorno via terra gratuita • Supporto RMA (autorizzazione di reso materiale) online	

Nota: la disponibilità del servizio può variare in base al paese.

Caratteristiche soggette a disponibilità. Le specifiche tecniche sono soggette a modifica senza preavviso.

I dati sulla concorrenza si basano su informazioni disponibili al pubblico.

THE FOLLOWING PAGES ARE ENGLISH ONLY

ZC350 CARD PRINTER
BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA

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GROUP 1: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

In the chart below, where appropriate, light blue shading indicates the best specification available for a specific feature.

COMPETITIVE COMPARISON: GROUP 1: AT-A-GLANCE ATTACK STRATEGIES

Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e
Use these mini fight-sheets for a quick at-a-glance view of the advantages of the ZC350 over each competitive device.			
• Less innovative design: harder-to-use card feeder, hopper, and ribbon changes • Larger profile • Slower YMCKO and monochrome printing • No manual feed	• Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes • Larger profile • Slower YMCKO and monochrome printing • Manual feed only	• Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes • Larger profile • Slower monochrome printing • No Wi-Fi option • Fewer security features	• Less innovative design: harder-to-use card feeder, hopper, and ribbon changes • Larger profile • No display • No manual feed • Slower monochrome printing • Fewer specialty ribbons • Wi-Fi requires accessory • Fewer security features

COMPETITIVE COMPARISON GROUP 1: FEATURE-TO-FEATURE COMPARISONS

	Zebra ZC350	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why it Matters
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	247 mm x 205 mm x 487 mm	205 mm x 195 mm x 314 mm	224 mm x 175 mm x 539 mm (SD360)	348 mm x 201 mm x 224 mm	The ZC350 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest footprint	Yes	No	No	No	No	
EASE OF USE						
Card feed thickness gauge	Adjusts automatically to any card thickness 10-40 mil	Manual adjustment for card thickness required 10-50 mil	No gauge — manual feed only	Manual adjustment for card thickness required 10-37 mil	Manual adjustment for card thickness required 9-40 mil	The ZC350's card feeder that automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD and three tri-color LEDs	LEDs; optional color touch screen	LEDs; optional touch screen	LCD panel	Color changing status buttons	The ZC350 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.
Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	The ZC350 offers the easiest ribbon changes in the industry — there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly.
Output door design	Saloon-style doors that: • Enable one-step retrieval of any number of cards • Maximize output hopper capacity • Save space	Optional open output hopper doors that require users to lift cards to remove	Manual feed only — no separate input and output area. The same slot is used for input and output.	No-door design that: • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Saves space	Users must open output hopper doors	The ZC350's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.

ZC350 CARD PRINTER
BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA

ZEBRA

GROUP 1: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 1: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)						
	Zebra ZC350	**Evolis Primacy**	**Evolis Elypso**	**Datacard SD260/360**	**HID Fargo DTC1250e**	**Why it Matters**
EASE OF USE (CONTINUED)						
Manual card feeder	Yes — with LED lightpipe guides	No	Yes	Yes	No	Only the ZC350 makes it simple with a lightpipe that guides them through the process, like an ATM machine.
SOFTWARE: DRIVER EASE OF USE						
Complete control over specialty ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.
CARD PRINTING CAPABILITIES						
Sides	Single and dual-sided	Single and dual-sided	Single and dual-sided	SD260: single-sided SD360: single and dual-sided	Single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi standard; 300x600 dpi; 300x1200 dpi* (*monochrome only)	300 dpi standard; 300x600 dpi; 300x1200 dpi* (*monochrome only)	300 dpi standard; 300x600 dpi; 300x1200 dpi (SD360 only)	300 dpi	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	225 cph (single) 150 cph (dual)	190-225 cph (single) 140 cph (dual)	180 cph (single) 131 cph (dual)	200 cph (single) 155 cph (dual: SD360)	225 cph (single) 150 cph (dual)	The ZC350 offers the fastest monochrome and among the fastest color printing speeds in it class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	1,000 cph (single) 500 cph (dual)	800-1,000 cph (single)	553 cph (single)	830 cph (single)	600 cph (single)	
Hopper capacity: input/output	100/100	100/100	Manual feed only	100/24 (SD260)	100/100	The ZC350's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contact, Contactless, Proximity, 3rd party contactless encoder	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless, 3rd party contactless encoder	Magnetic Stripe, Contact, Contactless	Right out of the box, you get support for magnetic stripe, a proximity, contact and contactless combination encoder with a Secure Access Module (SAM) socket. And with ZIP Pocket, it's easy to integrate support for any 3rd party contact/contactless encoders customers may already own.
Specialty ribbons	Color metallic, pearlescent, long life	Hologram, clear varnish	Hologram, clear varnish	Scratch-off	None	The ZC350 offers new ribbons with specialty colors and special effects — i.e. color-shifting graphics that are hard to counterfeit and watermark graphics that can only be seen when the card is tilted at an angle or under UV light.

ZC350 CARD PRINTER
BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA

GROUP 1: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 1: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)					
	Zebra ZC350	**Evolis Primacy**	**Evolis Elypso**	**Datacard SD260/360**	**HID Fargo DTC1250e**	**Why it Matters**
CONNECTIVITY						
USB	USB 2.0 (Standard)	USB 3.0 (Standard)	USB 3.0 (Standard)	USB 2.0 (Standard)	USB 2.0 (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	802.11b/g on the wireless range	802.11b/g (Optional)	No	No (but Ethernet model supports optional wireless accessory)	Only the ZC350 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.
SECURITY						
Locking option	Cover lock; Kensington lock slot (standard)	Locking system (optional); Kensington lock slot	Kensington lock slot	Kensington-style lock (SD360)	Not specified	The ZC350's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	No	No	No	No	Only the ZC350 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	Yes For Magnetic Stripe	Yes For Magnetic Stripe		No	With the ZC350, government-grade encryption protects sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	Standard Accessibility not specified Capacity: 30 cards	Optional Accessibility not specified Capacity: 30 cards	None specified	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.
Other					Resin Scramble (option)	
TOOLS AND UTILITIES						
Software Development Kit	MultiPlatform SDK: Windows C#/.Net, Java and Android	Evolis Premium SDK	Evolis Premium SDK	SDK for Windows	Not specified	With the ZC350, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	cardPresso XXS Lite	cardPresso XXS Lite	Third party software options	Swift ID embedded badging application	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support/ Management Tools	Print Touch	Evolis Print Center	Evolis Print Center	Not specified	FARGO Workbench Diagnosis Utility	Print Touch allows workers to tap the ZC350 Print Touch tag with an NFC-capable mobile device to access how-to and troubleshooting information.

ZC350 CARD PRINTER
BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA

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GROUP 2: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON: GROUP 2: AT-A-GLANCE ATTACK STRATEGIES

IDP Smart 50S and 50D	Matica Espresso 2	Magicard Rio Pro	Magicard Rio Pro 360
Use these mini fight-sheets for a quick at-a-glance view of the advantages of the ZC350 over each competitive device.			
• Less innovative design: harder-to-use card feeder, hopper, and ribbon changes • Larger profile • No manual feed • Harder to use, 2-line display • Slower color and monochrome printing • Fewer specialty ribbons • No locking options	• Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes • Larger profile • No display • Slower monochrome printing • Fewer specialty ribbons • No security features	• Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes • Larger profile • Slower color and monochrome printing • No Wi-Fi option • No security features	• Less innovative design: harder-to-use card feeder, hopper, and ribbon changes • Larger profile • Slower color and monochrome printing • No Magnetic Stripe option • No Wi-Fi option • No security features

COMPETITIVE COMPARISON GROUP 2: FEATURE-TO-FEATURE COMPARISONS

	Zebra ZC350	IDP Smart 50S and 50D	Matica Espresso 2	Magicard Rio Pro	Magicard Rio Pro 360	Why it Matters
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	195 mm x 170 mm x 510 mm (Smart 50D)	253 mm x 200 mm x 395 mm	250 mm x 220 mm x 470 mm	300 mm x 220 mm x 470 mm	The ZC350 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest footprint	Yes	No	No	No	No	
EASE OF USE						
Card feed thickness gauge	Adjusts automatically to any card thickness 10-40 mil	Manual adjustment for card thickness required 10-50 mil	Manual adjustment for card thickness required 20 - 50 mil	Manual adjustment for card thickness required 10-37 mil	Manual adjustment for card thickness required 9-40 mil	The ZC350's card feeder automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD and three tri-color LEDs	2-line LCD; 2 LED buttons	LEDs	LCD	LCD	The ZC350 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.
Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	The ZC350 offers the easiest ribbon changes in the industry – there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly.
Output door design	Saloon-style doors that: • Enable one-step retrieval of any number of cards • Maximize output hopper capacity • Save space	No-door design that: • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Saves space	Users must open output hopper doors	No-door design that: • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Requires more space	No-door design that: • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Requires more space	The ZC350's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual card feeder	Yes - with LED lightpipe guides	No	Yes (option)	Yes	Yes	Only the ZC350 makes it simple with a lightpipe that guides them through the process, like an ATM machine.

GROUP 2: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 2: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)						
	Zebra ZC350	IDP Smart 50S and 50D	Matica Espresso 2	Magicard Rio Pro	Magicard Rio Pro 360	Why it Matters
SOFTWARE: DRIVER EASE OF USE						
Complete control over specialty ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.
CARD PRINTING CAPABILITIES						
Sides	Single and dual-sided	SD50S: single-sided SD50D: single and dual-sided	Single and dual-sided	Single and dual-sided	Single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi	300 dpi	Not specified	Not specified	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	225 cph (single) 150 cph (dual)	220 cph (single) 150 cph (dual)	Up to 260 cph (single)	156 cph (single)	200 cph (single)	The ZC350 offers the fastest monochrome and among the fastest color printing speeds in it class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	1,000 cph (single) 500 cph (dual)	720 cph (single)	Up to 850 cph (single)	600 cph (single)	750 cph (single)	
Hopper capacity: input/output	100/100	100/40	100/80	100/70 200/200	100/70 200/70	The ZC350's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contact, Contactless, Proximity, 3rd party contactless encoder	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Right out of the box, you get support for magnetic stripe, a proximity, contact and contactless combination encoder with a Secure Access Module (SAM) socket. And with ZIP Pocket, it's easy to integrate support for any 3rd party contact/contactless encoders customers may already own.
Specialty ribbons	Color metallic, pearlescent, long life	Scratch-off	Not specified	HoloKote watermarks; HoloPatch gold foil	HoloKote watermarks; HoloPatch gold foil	The ZC350 offers new ribbons with specialty colors and special effects — i.e. color-shifting graphics that are hard to counterfeit and watermark graphics that can only be seen when the card is tilted at an angle or under UV light.

ZC350 CARD PRINTER
BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA

ZEBRA

GROUP 2: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 2: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)					
	Zebra ZC350	**IDP Smart 50s and 50d**	**Matica Espresso 2**	**Magicard Rio Pro**	**Magicard Rio Pro 360**	**Why it Matters**
CONNECTIVITY					
USB	USB 2.0 (Standard)	USB (Standard)	USB 2.0 (Standard)	USB (Standard)	USB 3.0 (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Option)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	802.11b/g on the wireless range	Option - version not specified	No	No	Only the ZC350 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.
SECURITY					
Locking option	Cover lock; Kensington lock slot (standard)	Not specified	Not specified	Not specified	Not specified	The ZC350's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	Yes	No	No	No	Only the ZC350 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	SSL over Ethernet; encrypted over USB	No	No	No	With the ZC350, government-grade encryption protects the most sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	None specified	Standard Accessibility not specified Capacity: 90 cards	None specified	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.
TOOLS AND UTILITIES					
Software Development Kit	MultiPlatform SDK: Windows C#/.Net, Java and Android		Yes	Not specified	Not specified	With the ZC350, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	Third party software options	Third party software options	Third party software options	Third party software options	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support/ Management Tools	Print Touch	Not specified	Matica Printer Manager	Not specified	Not specified	Print Touch allows workers to tap the ZC350 Print Touch tag with an NFC-capable mobile device to access how-to and troubleshooting information.

GROUP 3: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON: GROUP 3: AT-A-GLANCE ATTACK STRATEGIES

Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D
Use these mini fight-sheets for a quick at-a-glance view of the advantages of the ZC350 over each competitive device.			
• Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes • Larger profile • Harder to use, 2-line display • No Smart Card encoding • No Wi-Fi option • Fewer security options • Fewer specialty ribbons	• Less innovative design: harder-to-use card feeder, hopper, and ribbon changes • Larger profile • No display • No manual feed • Slower monochrome printing • No Wi-Fi option • No printer locking • Fewer specialty ribbons	• Less innovative design: harder-to-use card feeder, hopper, and ribbon changes • Larger profile • Display is not color • No manual feed • Slower monochrome printing • Wi-Fi requires accessory • Fewer security features	• Less innovative design: harder-to-use card feeder, hopper, and ribbon changes • Larger profile • Harder to use, 2-line display • No manual feed • Slower color and monochrome printing • No Wi-Fi option • Fewer security features

COMPETITIVE COMPARISON GROUP 3: FEATURE-TO-FEATURE COMPARISONS

	Zebra ZC350	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why it Matters
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	224 mm x 224 mm x 538 mm	249 mm x 234 mm x 475 mm	249 mm x 234 mm x 475 mm	210 mm x 165 mm x 498 mm (51D: dual-sided)	The ZC350 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest footprint	Yes	No	No	No	No	
EASE OF USE						
Card feed thickness gauge	Adjusts automatically to any card thickness 10-40 mil	Manual adjustment for card thickness required	Manual adjustment for card thickness required 9-40 mil	Manual adjustment for card thickness required 9-40 mil	Manual adjustment for card thickness required 15-40 mil	The ZC350's card feeder that automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD and three tri-color LEDs	2-line LCD	LEDs	Graphical LCD (not color)	2-line LCD; two LED buttons	The ZC350 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.
Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon spool Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	The ZC350 offers the easiest ribbon changes in the industry – there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly.
Output door design	Saloon-style doors that: • Enable one-step retrieval of any number of cards • Maximize output hopper capacity • Save space	No-door design that: • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Saves space	Users must open output hopper doors	Users must open output hopper doors	No-door design that: • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Saves space	The ZC350's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual card feeder	Yes - with LED lightpipe guides	Yes	No	No	No	Only the ZC350 makes it simple with a lightpipe that guides them through the process, like an ATM machine.

ZC350 CARD PRINTER
BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA

⁂ ZEBRA

GROUP 3: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 3: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)					
	Zebra ZC350	**Datacard CD800**	**HID Fargo DTC1500**	**HID Fargo DTC4250e**	**IDP Smart 51S and 51D**	**Why it Matters**
SOFTWARE: DRIVER EASE OF USE						
Complete control over specialty ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.
CARD PRINTING CAPABILITIES						
Sides	Single and dual-sided	Single and dual-sided	Single and dual-sided	Single and dual-sided	51S: single-sided 51D: single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi standard; 300x600 dpi; 300x1200 dpi	300 dpi	300 dpi	300 dpi	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	225 cph (single) 150 cph (dual)	220 cph (single) 165 cph (dual)	225 cph (single) 150 cph (dual)	225 cph (single) 150 cph (dual)	212 cph (single) 164 cph (dual)	The ZC350 offers the fastest monochrome and among the fastest color printing speeds in it class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	1,000 cph (single) 500 cph (dual)	Up to 1000 cph (single)	600 cph (single)	600 cph (single)	720 cph (single)	
Hopper capacity: input/output	100/100	100/25 (optional 6-compartment input hopper)	100/80	100/100 200/100 (optional)	100/40 200/100 (optional)	The ZC350's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contact, Contactless, Proximity, 3rd party contactless encoder	Magnetic Stripe	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Right out of the box, you get support for magnetic stripe, a proximity, contact and contactless combination encoder with a Secure Access Module (SAM) socket. And with ZIP Pocket, it's easy to integrate support for any 3rd party contact/contactless encoders customers may already own.
Specialty ribbons	Color metallic, pearlescent, long life	None	Custom watermark	UV ribbon	Scratch-off	The ZC350 offers new ribbons with specialty colors and special effects — i.e. color-shifting graphics that are hard to counterfeit and watermark graphics that can only be seen when the card is tilted at an angle or under UV light.

ZC350 CARD PRINTER
BATTLECARD: NORTH AMERICA, EUROPE, MIDDLE EAST AND AFRICA

GROUP 3: COMPETITIVE COMPARISON AT-A-GLANCE FIGHT SHEET

COMPETITIVE COMPARISON GROUP 3: FEATURE-TO-FEATURE COMPARISONS (CONTINUED)					
Zebra ZC350	**Datacard CD800**	**HID Fargo DTC1500**	**HID Fargo DTC4250e**	**IDP Smart 51S and 51D**	**Why it Matters**
CONNECTIVITY					
USB — USB 2.0 (Standard)	USB 2.0 (Standard)	USB 2.0 (Standard)	USB (Standard)	USB (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet — Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi — 802.11ac with MFi (Optional)	No	Option - version not specified	Wi-Fi accessory	No	Only the ZC350 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.
SECURITY					
Locking option — Cover lock; Kensington lock slot (standard)	Not specified	No	No	Input hopper and ribbon lock (optional); Kensington lock slot (optional)	The ZC350's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication — Yes	No	Yes	No	No	The ZC350 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption — Yes AES government-grade security	No	Yes AES government-grade security	Yes	No	Government-grade encryption protects sensitive data during printing, such as account numbers.
Reject card bin — Standard (dual-sided) Secure Capacity: 10 cards	Standard on 2-sided model Accessibility and capacity not specified	None specified	Standard Accessibility not specified Capacity: 100 cards	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.
TOOLS AND UTILITIES					
Software Development Kit — MultiPlatform SDK: Windows C#/.Net, Java and Android	Not specified	Not specified	Not specified	Not specified	With the ZC350, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software — CardStudio compatible	Third party software options	Swift ID embedded badging application	Swift ID embedded badging application	Third party software options	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support/ Management Tools — Print Touch	Not specified	FARGO Workbench Diagnosis Utility	FARGO Workbench Diagnosis Utility	Not specified	Print Touch allows workers to tap the ZC350 Print Touch tag with an NFC-capable mobile device to access how-to and troubleshooting information.

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