

**FARGO**<sup>®</sup>

# Persona<sup>®</sup> C30e Card Printer/Encoder



**ACCESS**

An ASSA ABLOY Group brand

***IDentipho***<sup>®</sup>  
*Specialists in IDentification*

# Fargo 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.

### 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:

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

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.

- **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 clamshell proximity cards and 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 billfold. And with the Persona C30e, thin cards are as



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.



- 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.

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.

