

**MAGiCARD**<sup>TM</sup>

by  BRADY



## **SECURE ID CARD AND BADGE PRINTING SOLUTIONS**



# SECURE ID CARD PRINTING FOR EVERY BUDGET, INDUSTRY AND APPLICATION

Cards have become a part of everyday life. Used for gaining access to buildings and facilities, verifying that individuals are who they say they are or simply being used to purchase goods or services, cards have become the ubiquitous global standard for identity.

Discover how secure ID cards, printed and programmed with Magocard products, can be used across multiple applications in your industry sector to improve efficiency and productivity and most importantly, to protect and secure your organisation.



**Are you ready to elevate your identification card printing experience to new heights? Look no further!**










Magocard by Brady card printers are crafted with precision and innovation. A trusted name in the industry, these printers are designed to meet all your identification and access control needs with unparalleled reliability and quality.

## LEGAL

Warranty subject to the observance of specific conditions of use and maintenance, as well as the use of certified 'Original Magocard' dye films. Magocard is a registered trademark of Magocard Ltd. All other trademarks, brand names, or product names belong to their respective holders. 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.

# VERTICAL MARKETS AND ID CARD AND BADGE APPLICATIONS

Over the last 30 years new solutions have been created for different vertical markets. For inspiration we've listed a few of the more popular applications.

	 Physical access	 Visual access	 Logical access	 Time and attendance	 Payments	 Photo ID	 Self service	 Loyalty and memberships	 Data storage
Government	✓	✓	✓						
Education	✓	✓	✓	✓	✓		✓		✓
Banking			✓		✓		✓		
Healthcare	✓	✓							✓
Corporate	✓		✓	✓			✓		
Public Sector									✓
Events	✓								
Facilities	✓								
Food & Beverage								✓	
Travel & Transport	✓				✓	✓			✓
Sport & Leisure	✓				✓	✓			✓
Retail	✓	✓		✓				✓	

## PERSONALIZED CARDS

A digital card printer with matching dye films, printer software, cards, ... and finally some inspiration and creativity are all you need to create your own personalized cards.

To be used for both identification as well as security.

**With growing concerns about security and identity theft, there is a rising demand for secure identification solutions across various industries such as amongst others government, banking, healthcare, education, industry/manufacturing and other sectors.**

ID card and badge printers play a crucial role in producing secure credentials that help in identity verification and access control.



# PRODUCT OVERVIEW

DIRECT-TO-CARD



Pronto

Visitor management and loyalty card

DIRECT-TO-CARD



Pronto100

Home and office use

DIRECT-TO-CARD



Magicard 300

Schools, Colleges and Offices

DIRECT-TO-CARD



Magicard 600

Larger Offices and Entreprises

DIRECT-TO-CARD



Magicard E+

Events badges and Price Cards

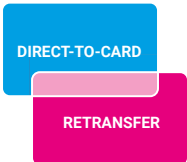
RETRANSFER



Prima 8

Government and Banking

# DIRECT-TO-CARD & RETRANSFER EXPLAINED



## DIRECT-TO-CARD PRINTING

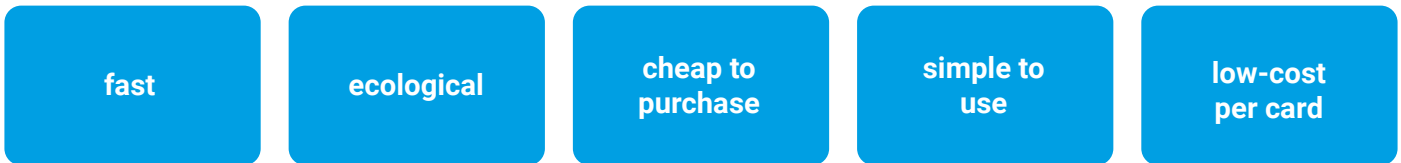


The printhead heats the dye film, which instantly sets the design onto the card.

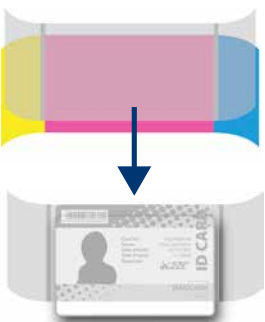
A direct-to-card (DTC or dye sublimation) printer prints ink directly onto a card's surface. This kind of printer uses dye film which feeds in between two spools in the printer and, when it comes into contact with the thermal printhead, the card design will be printed onto the card.

Dye films are available in various colors such as monochrome (single-color) and YMCKO (Yellow, Magenta, Cyan, Black, Overlay). The overlay (O-panel) adds a protective layer over the printed image, enhancing durability and resistance to fading, scratching, and everyday wear and tear.

The most popular choice, DTC printers tend to be:



## RETRANSFER PRINTING

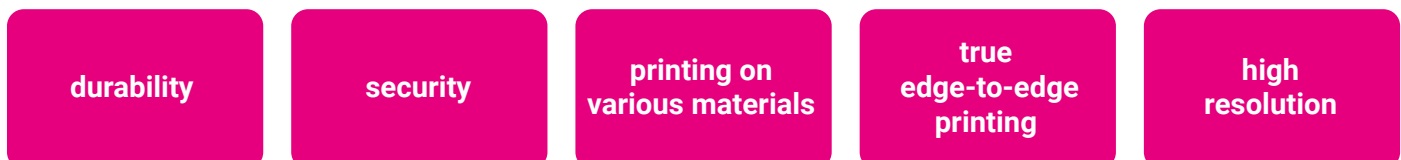


The transfer film is heated and fused onto the card.

The printhead heats the dye film, which sets the design onto the transfer film.

Retransfer (reverse transfer) printing technology uses a two-step process by first printing the colour images onto a thin clear substrate, then heat transferring this substrate, complete with the printed CMYK image, onto the surface of a card that can have an uneven or non-standard PVC surface.

These types of printers excel in:



# ANTI-FRAUD WATERMARKS

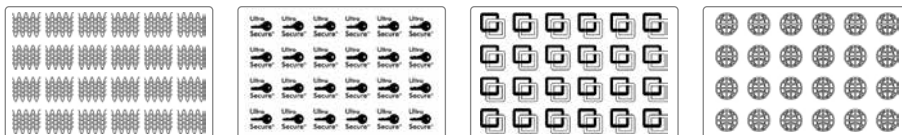
## HOLOKOTE



We're all about security. That's why we developed the HoloKote watermark available for all of our direct-to-card printers. HoloKote technology was pioneered by Magicard to apply a secure watermark to each card during the printing process. HoloKote works by using the overlay panel in a standard YMCKO or YMCKOK ribbon to "burn" a watermark over the card design.

The following HoloKote designs are included free of charge to be used with your card and badge printer:

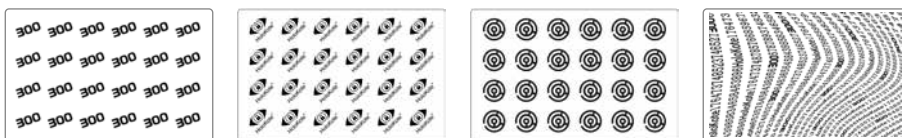
### Pronto



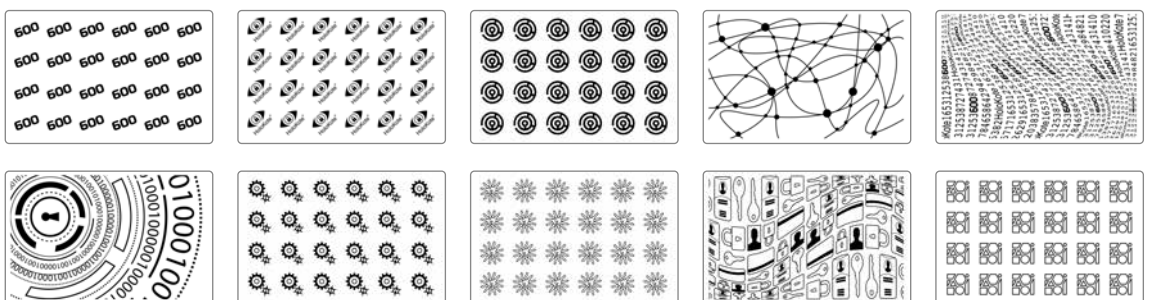
### Pronto 100



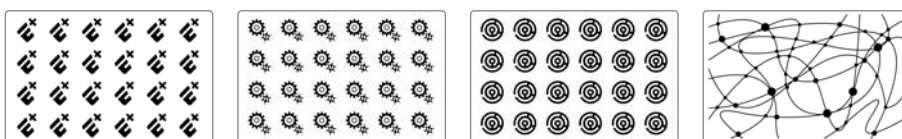
### Magicard 300



### Magicard 600



### Magicard E+



## CUSTOM HOLOKOTE



This feature, available on some of our models, facilitates the implementation of a personalised HoloKote watermark into the standard print process. This watermark could be an organisation's logo, or some other unique security design.



## HOLOPATCH



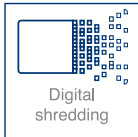
Unique to Magicard, HoloPatch cards have a highly reflective gold 'super diffuser' seal. When the HoloKote watermark is printed on to the seal, the watermark becomes clearly visible under all lighting conditions. HoloKote with HoloPatch has a similar appearance to hologram seals. It provides a security mark which is visible from a distance, allowing a security guard or colleague to easily verify badge authenticity.



For an overview of which custom HoloKote watermarks and HoloPatch cards can be printed with what printers, see p. 8-13.

# SECURITY FEATURES EXPLAINED

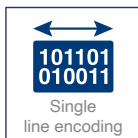
## SPECIALIST SECURITY (available on selected models)



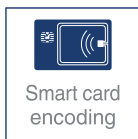
**Digital Shredding™** - once data has been used for the print job, it is fragmented, rendering it irrecoverable, helping to ensure the printer is not a repository for data.



**Threat Benchmarking** where we run security scans against the National Vulnerabilities Database and push regular updates to the device, ensuring that the printer software and associated system configuration conform to the highest levels of security.



**Single Line Encoding** - Many enterprises hold sensitive and personal information securely within a protected datacentre. In order to comply with data protection regulations Single Line Encoding allows for data packaged at source to be sent securely from the datacentre to be unpacked at its destination and used by the printer's application.



**Smart Card Encoding** - Desktop Magicard printers can be equipped with a range of card encoding devices to read and write secure electronic data cards at the point of issuance. Smart card encoding options include contact chip, MIFARE®, DESFire® and iClass®.



**Magnetic Stripe** - The printer can be specified with ISO standard 7811 compatible HiCo encoding of magnetic stripe cards.



For an overview of which specialist security features are available on what printers, see p. 8-13.

## USEFULL UTILITIES



### Networked monitoring

Available on selected models, CLIX Networked Monitoring User Interface allows users to check dye film status, print a test card, set up a HoloKote and more from any web-enabled device on the same network as the printer.



For an overview of which card and badge printers come with CLIX Networked Monitoring User Interface, see p. 8-13.



## Visitor management and loyalty card printing.

A compact, versatile desktop ID card printer for lower volume issuance – ideal for membership clubs and small businesses. Incredibly easy to use with drop-in dye film and hand-fed card loading.

**Compact and portable** - Lightweight but robust, the Pronto's small footprint makes it ideal for a reception desk. Its portability and versatility comes with no compromise in print performance, making it ideal for remote ID card issuance at events or in the field.

**Easy to use** - Power it up, install its easy to use driver, drop the dye film in and you are ready to go.

**Secure** - Exclusive to all Magicard printers, HoloKote is a patented technology that can print a secure watermark on every card. The Pronto is supplied with four predefined watermarks that can be easily selected from the printer driver. For added security, use in conjunction with HoloPatch cards which have a highly reflective gold 'super diffuser' seal.

**Versatile and economic** - Print vibrant full colour cards or use thermally activated rewrite cards – and print, erase and rewrite in monochrome. Rewritable cards are ideal for visitor management or for loyalty card printing. Save money on consumables by printing the reverse of the card in full colour and rewriting the front surface up to 500 times.



## PRINTER HIGHLIGHTS

<p>Quality</p> <p><b>300 dpi</b></p> <p>(edge-to-edge)</p>	<p>Speed</p> <p><b>1 full colour card/</b></p> <p><b>38s</b></p>	<p>Card Loading</p> <p><b>Handfed</b></p>	<p>Rewritable</p> <p><b>Yes</b></p>	<p>Connectivity</p> <p><b>USB / Ethernet</b></p>
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## FEATURES

Standard	Optional
<p>Visual Security HoloKote</p> <p>Digital shredding</p> <p>Threat benchmarked</p> <p>Limited warranty</p>	<p>Visual Security HoloPatch</p>

## PRINTER VARIANTS

Single-sided printer	Order Ref.	Article N°
Pronto	3649-0001	-

# pronto100

## For home office.

Do not underestimate its tiny frame. Designed from the ground up to be best in class: the powerful Pronto100 packs a mighty punch. With a focus on high speed, the highest quality and with the environment a key factor in every aspect of its design and manufacture, the Pronto100 has been developed to exceed the expectations of today's tech-savvy and connected customer.

**Small footprint** – Small but mighty, the Pronto100 proves that the best things come in small packages. With its small footprint and light weight, the Pronto100 will fit into offices large or small while also being ideal for the home worker.

**HD photo quality** – The Pronto100 packs a mighty punch delivering HD photo quality printing out of the box. Delivering photo-realistic colour reproduction, and with top-quality edge-to-edge printing guaranteed, your printed cards will never look so good.

**High speed** – The Pronto100 offers the highest print speed in Magicard's smallest printer package available today. The Pronto100 offers the highest print speed in Magicard's smallest printer package available today. 23 seconds per card / Standard colour - 18 seconds per card / Monochrome - 4.7 seconds per card.









**Easy to use** – Quick to set up, quick to operate and quick to deliver the best results.



## PRINTER HIGHLIGHTS

<p>Quality</p> <p><b>300 dpi</b></p> <p>(edge-to-edge)</p>	<p>Speed</p> <p><b>190 colour cards</b></p> <p>per hour</p>	<p>Card Loading</p> <p><b>50 input /</b></p> <p><b>50 output</b></p>	<p>Rewritable</p> <p><b>Yes</b></p>	<p>Connectivity</p> <p><b>USB / Ethernet</b></p>
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## FEATURES

Standard	Optional
 <p>Visual Security HoloKote®</p>  <p>Digital shredding</p>  <p>Threat benchmarked</p>  <p>3 Year Limited warranty</p>  <p>Visual Security HoloPatch®</p>	 <p>Visual Security HoloPatch®</p>
 <p>Networked monitoring</p>  <p>Kensington Compatible</p>	

## PRINTER VARIANTS

Single-sided printer	Order Ref.	Article N°
Pronto100	3100-0001/3	321936

## Schools, colleges and offices.

**Robust, durable, reliable and equipped with Digital shredding™, the Magicard 300 is perfect for schools, colleges and medium-sized businesses. When it comes to secure ID card printing, you can trust the Magicard 300 to deliver.**

**Resilient** - Built with high performance purpose-built materials and advanced components, the Magicard 300 is designed and manufactured at Magicard's centre of excellence for manufacturing in the UK and is backed by an excellent technical support and warranty.

**High quality** - The Magicard 300 offers a wide colour spectrum and prints at 300 x 300 dpi – great for photographs on ID cards and more accurate depiction of corporate logos and other images

**Flexible** - batch print with the interchangeable 100-card feeder or print one-offs or rewritable cards with the hand-feeder. Upgrade a single-sided Magicard 300 to double-sided printing through the electronic upgrade kit.

**Easy to use** - to get you up and running quickly and easily, the Magicard 300 integrates with existing network infrastructure 'out of the box' via USB, minimising set-up time and requiring little technical knowledge.



## PRINTER HIGHLIGHTS

<b>Quality</b> <b>300 dpi</b> (edge-to-edge)	<b>Speed</b> <b>160 colour cards</b> <b>per hour</b>	<b>Card Loading</b> <b>100 input /</b> <b>70 output</b>	<b>Rewritable</b> <b>Yes</b>	<b>Connectivity</b> <b>USB / Ethernet</b>
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## FEATURES

Standard	Optional
Visual Security HoloKote Digital shredding Threat benchmarked 3 Year warranty Custom HoloKote Visual Security HoloPatch Magnetic stripe Networked monitoring Kensington Compatible Smart card encoding Duplex printing Duplex upgrade Single line encoding	

## PRINTER VARIANTS

Single-sided	Order Ref.	Article N°	Double-sided	Order Ref.	Article N°
Magicard 300 Uno	3300-0001/3	321937	Magicard 300 Duo	3300-0021/3	321941
Magicard 300 Uno Mag	3300-0002/3	321938	Magicard 300 Duo Mag	3300-0022/3	321942
Magicard 300 Uno Smart	3300-0003/3	321939	Magicard 300 Duo Smart	3300-0023/3	321943
Magicard 300 Uno Mag Smart	3300-0004/3	321940	Magicard 300 Duo Mag Smart	3300-0024/3	321944

# MAGICARD 600

Direct-to-card printer

## Larger offices and enterprise environments.

A world-class ID printing solution delivering high print speeds, stringent security and the finest detail, the Magicard 600 integrates seamlessly with existing infrastructure to deliver secure processing of ID credentials.

**An eye for detail** - capable of printing at 600 x 300 dpi resin only, the Magicard 600 allows you to print readable text at small font sizes (≥ 5 point).

**Superior quality** - The Magicard 600 offers a wide colour spectrum so printing is more vibrant and colour-rich for a truer representation of the subject.

**High speed** - each full colour, single-sided card, with HoloKote, can be printed in under 20 seconds giving the Magicard 600 the ability to print up to 190 cards per hour.

**Plug and play** - to get you up and running quickly and easily, the Magicard 600 integrates with existing network infrastructure 'out of the box' via USB, minimising set-up time and requiring little technical knowledge.

**Wi-Fi connectivity** - as standard via supplied dongle, - IEEE 802.11b/g/n compliant with connection of speeds up to 300Mbps. Supports WPA and WPA2 encrypted connection (access point dependent).



## PRINTER HIGHLIGHTS

<b>Quality</b> <b>600x300 dpi</b> (edge-to-edge)	<b>Speed</b> <b>190 colour cards</b> <b>per hour</b>	<b>Card Loading</b> <b>100 input /</b> <b>70 output</b>	<b>Rewritable</b> <b>Yes</b>	<b>Connectivity</b> <b>USB / WIFI /</b> <b>Ethernet</b>
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## FEATURES

Standard	Optional
Visual Security HoloKote® Digital shredding Threat benchmarked 3 Year limited warranty CUSTOM HoloKote® VISUAL SECURITY HoloPatch® Magnetic stripe Networked monitoring Kensington Compatible Smart card encoding Duplex printing Duplex upgrade Single line encoding	

## PRINTER VARIANTS

Single-sided	Order Ref.	Article N°	Double-sided	Order Ref.	Article N°
Magicard 600 Uno	3652-5001/3	321945	Magicard 600 Duo	3652-5021/3	321949
Magicard 600 Uno Mag	3652-5002/3	321946	Magicard 600 Duo Mag	3652-5022/3	321950
Magicard 600 Uno Smart	3652-5003/3	321947	Magicard 600 Duo Smart	3652-5023/3	321951
Magicard 600 Uno Mag Smart	3652-5004/3	321948	Magicard 600 Duo Mag Smart	3652-5024/3	321952

# The ultimate printing solution for event passes and price cards.

**With the Magicard E+, event organisers around the world can easily create 140mm cards - up to 100 in one go.**

**Enhance your brand's visibility** - Easily print extra-long badges with more branding space to make a lasting impression. Add QR codes for quick access to event, tradeshow or conference schedules, attendees, speakers & sponsors to enhance the attendee experience.

**Superior quality** - The Magicard E+ has a wide colour spectrum making each print vibrant and colour-rich – perfect for photographs and a more accurate depiction of company logos and other images.

**Flexible** - Cards up to 110mm long can be printed entirely in full colour using the double-printing mode. The printer can also handle pre-printed cards up to 140mm long, printing a CR80-sized (86 x 54mm) area in full colour in a single pass or an area up to 109 x 54mm using double-printing. In monochrome mode, the entire length of a 140 x 54mm card can be printed. The card feeder is adjustable from 86 to 140mm length. Superior quality – The Magicard E+ has a wide colour spectrum making each print vibrant and colour-rich – perfect for photographs and a more accurate depiction of company logos and other images.

**Efficient & time saving** - Print a full colour card in 23 seconds and monochrome cards in 6 seconds. The Magicard E+ is highly reliable and easy to set up and integrate with existing network infrastructure.



## PRINTER HIGHLIGHTS

<b>Quality</b> <b>300 dpi</b> (edge-to-edge)	<b>Speed</b> <b>156 colour cards</b> per hour	<b>Card Loading</b> <b>100 input / 70 output</b> (86,109 or 140mm)	<b>Rewritable</b> <b>Yes</b>	<b>Connectivity</b> <b>USB / Ethernet</b>
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## FEATURES

Standard	Optional
Visual Security HoloKote® Digital shredding Threat benchmarked 3 Year warranty CUSTOM HoloKote® VISUAL SECURITY HoloPatch® Single line encoding	Networked monitoring Kensington Compatible Smart card encoding Duplex printing

## PRINTER VARIANTS

Single-sided	Order Ref.	Article N°	Double-sided	Order Ref.	Article N°
Magicard E+ Uno	4500-0001/3	322627	Magicard E+ Duo	4500-0021/3	322630
Magicard E+ Uno Smart	4500-0003/3	322627	Magicard E+ Duo Smart	4500-0023/3	322631
Magicard E+ Uno Smart SLE	4500-0005/3	322629	Magicard E+ Duo Smart SLE	4500-0025/3	322632

# Prima 8

## Government and banking high-level secure card issuance.

The Magicard Prima 8 produces high-quality photo cards quickly in large volumes, comparable to offset litho printing.

**High volume photo quality** - The Magicard Prima 8 provides a reliable, robust solution for instant issuance and lamination in a compact package. Using a retransfer printing process, images are first printed onto a thin film then heat transferred onto the card surface. This produces a high-resolution glossy image, printed right up to the edges of the card.

**Optional** - 600dpi high resolution printing - The ultra high resolution of 600dpi enables the printing of secure microtext and CJK characters down to a 1.3 point size. Fine-lines and detailed, secure graphical elements can be printed in photo quality, right up to the edges of the card.

**Versatile** - Ease of integration is facilitated by both USB and Ethernet interfaces, with magnetic stripe and a range of smart card encoding options all supported. An inline laminator can easily be added with connectivity enabled via infrared (IR).

**Secure** - The Magicard Prima 8 secures card issuance with a combination of inline and post-printing options. Ultraviolet (UV) images or text, printed inline, can be augmented with overlaminates for added durability and security – including standard and customised holographic options. A logical printer lock is fitted as standard.



## PRINTER HIGHLIGHTS

<b>Quality</b> <b>300 dpi</b> (right up to the edges)	<b>Speed</b> <b>100 colour cards</b> <b>per hour</b>	<b>Card Loading</b> <b>100 input /</b> <b>100 output</b>	<b>Rewritable</b> <b>No</b>	<b>Connectivity</b> <b>USB / Ethernet</b>
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## FEATURES

Standard	Optional
Printer lock Kensington Compatible 3 Year Limited warranty	Magnetic stripe Smart card encoding Over laminate Ultra Violet effect 600 dpi Duplex printing

## PRINTER VARIANTS

Single-sided	Order Ref.	Article N°	Double-sided	Order Ref.	Article N°
Uno	PRIMA 801	321953	Duo	PRIMA 802	321954

# MAGICARD PRINTER RANGE

## Direct-to-card

★Standard + Option



### Pronto

#### Hand-fed

##### Print speed

Up to 102 full colour cards per hour  
514 monochrome cards per hour

##### Card capacities

Hand-fed

##### Visual security

Standard HoloKote watermark (x4) ★  
HoloPatch cards +

##### Electronic security

N/A

##### Warranty\*

2-year MagiCover Limited Warranty

### Pronto100

#### Small Office

##### Print speed

Up to 190 full colour cards per hour  
766 monochrome cards per hour

##### Card capacities

50 card input  
50 card output

##### Visual security

Standard HoloKote watermark (x3) ★  
HoloPatch cards +

##### Electronic security

N/A

##### Warranty\*

3-year MagiCover Limited Warranty

### Magicard 300

#### Corporate

##### Print speed

Up to 160 full colour cards per hour  
720 monochrome cards per hour

##### Card capacities

100 card input (optional 200 card input available)  
70 card output

##### Visual security

Standard HoloKote watermark (x4) ★  
Custom HoloKote watermark +  
HoloPatch cards +

##### Electronic security

ISO 7811, JIS2 magnetic stripe +  
ISO 7816, EMV contact chip +  
MIFARE, DESFire, iClass, others +  
Single line encoding +

##### Warranty\*

3-year MagiCover Limited Warranty  
Optional 1-year extension.

HIGHLIGHTS  
SPECIFICATIONS

##### Print technology

Dye sublimation/rewritable

##### Feed system

Manual

##### Upgrade

N/A

##### Connectivity

USB ★

##### Card thickness

20mil to 50mil (0.508mm to 1.27mm)

##### Card types

CR80/CR79 PVC ISO blank cards, rewritable and HoloPatch® cards

##### Dimensions

215 W x 233 H x 270 D mm / 8.4 W x 9.1 H x 10.6 D inches

##### Total packaged weight

4.5kg / 9.9lbs

##### Operating environment

Office Environment  
10°C - 30°C / 50°F - 85°F

##### Maintenance

Cleaning kit CK1

##### Print technology

Dye sublimation/rewritable

##### Feed system

Manual/automatic

##### Upgrade

N/A

##### Connectivity

USB ★

Ethernet ★

##### Card thickness

20mil to 40mil (0.508mm to 1.02mm)

##### Card types

CR80/CR79 PVC ISO blank cards, rewritable and HoloPatch® cards

##### Dimensions

168 W x 208 H x 292 D mm / 6.6 W x 8.2 H x 11.5 D inches

##### Total packaged weight

5.4kg / 11.9lbs

##### Operating environment

Office Environment  
10°C - 30°C / 50°F - 85°F

##### Maintenance

Cleaning kit E9100

##### Print technology

Dye sublimation/rewritable

##### Feed system

Manual/automatic

##### Upgrade

Single to double-sided

3300-0052E +

##### Connectivity

USB ★

Ethernet ★

##### Card thickness

20mil to 50mil (0.508mm to 1.27mm)

##### Card types

CR80/CR79 PVC ISO blank cards, HiCo magnetic stripe, smart cards, self-adhesive, rewritable and HoloPatch® cards.

##### Dimensions

215 W x 242 H x 445 D mm / 8.5 W x 9.5 H x 17.5 D inches

##### Total packaged weight

7kg / 15.4lbs

##### Operating environment

Office Environment  
10°C - 30°C / 50°F - 85°F

##### Maintenance

Cleaning kit

3633-0053

\*Print speeds are approximate and depend on card design/print settings. \*\*Available in North America, EU and other selected territories. Elsewhere a minimum of 1 year limited depot warranty. Our warranties cover poor workmanship, manufacturing defects and component failure – conditional with use of approved Magicard consumables and observance of correct routine maintenance and frequency.

## Direct-to-card

## Retransfer

★ Standard + Option



### Magicard 600

#### Professional

##### Print speed

Up to 190 full colour cards per hour  
750 monochrome cards per hour

##### Card capacities

100 card input (optional 200 card input available)  
70 card output

##### Visual security

Standard HoloKote watermark (x10) ★  
Custom HoloKote watermark +  
HoloPatch cards +

##### Electronic security

ISO 7811, JIS2 magnetic stripe +  
ISO 7816, EMV contact chip +  
MIFARE, DESFire, iClass, others +  
Single line encoding +

##### Warranty\*

3-year MagiCover Plus  
Including "no quibble" printhead replacement and loan printer /hot swap. Optional 1-year extension

##### Print technology

Dye sublimation/rewritable

##### Feed system

Manual/automatic

##### Upgrade

Single to double-sided 3652-5052E +

##### Connectivity

USB ★  
Ethernet ★  
Wifi ★

##### Card thickness

20mil to 50mil (0.508mm to 1.27mm)

##### Card types

CR80/CR79 PVC ISO blank cards, HiCo magnetic stripe, smart cards, self-adhesive, rewritable and HoloPatch® cards.

##### Dimensions

211.5 W x 248 H x 475.5 D mm / 8.3 W x 9.8 H x 18.9 D inches

##### Total packaged weight

7.14kg / 15.7lbs

##### Operating environment

Office Environment  
10°C - 30°C / 50°F - 85°F

##### Maintenance

Cleaning kit 3633-0053

### Magicard E+

#### Events

##### Print speed

Up to 156 full colour cards per hour  
750 monochrome cards per hour

##### Card capacities

100 card input  
70 card output

##### Visual security

Standard HoloKote watermark (x10) ★  
Custom HoloKote watermark +  
HoloPatch cards +

##### Electronic security

ISO 7811, JIS2 magnetic stripe +  
ISO 7816, EMV contact chip +  
MIFARE, DESFire, iClass, others +  
Single line encoding +

##### Warranty\*

3-year MagiCover Limited Warranty  
Optional 1-year extension.

##### Print technology

Dye sublimation/rewritable

##### Feed system

Manual/automatic

##### Upgrade

Single to double-sided 3652-5052E +

##### Connectivity

USB ★  
Ethernet ★

##### Card thickness

20mil to 50mil (0.508mm to 1.27mm)

##### Card types

CR80/CR79 PVC ISO blank cards, HiCo magnetic stripe, smart cards, self-adhesive, rewritable and HoloPatch® cards and long format.

##### Dimensions

210 W x 251 H x 445 D mm / 8.3 W x 9.9 H x 17.5 D inches

##### Total packaged weight

7kg / 15.3lbs

##### Operating environment

Office Environment  
10°C - 30°C / 50°F - 85°F

##### Maintenance

Cleaning kit 3633-0053

### Prima 8

#### High definition

##### Print speed

Up to 100 full colour single-sided cards per hour

##### Card capacities

100 card input  
100 card output

##### Visual security

UV effect +

##### Electronic security

ISO 7811 – tracks 1, 2 & 3 magnetic stripe +  
MIFARE, DESFire, iClass, contact chip +  
Other encoders available

##### Warranty\*

3-year MagiCover Plus  
Including "no quibble" printhead replacement and loan printer /hot swap. Optional 1-year extension.

##### Print technology

Reverse transfer

##### Feed system

Automatic

##### Upgrade

In-line laminator +

##### Connectivity

USB ★  
Ethernet ★

##### Card thickness

10mil to 40mil (0.254mm to 1.02mm)

##### Card types

CR80 PVC, ABS, PET, PVH, and Polycarbonate ISO blank cards, HiCo magnetic stripe and smart cards.

##### Dimensions

343 W x 320 H x 330 D mm / 13.5 W x 12.6 H x 13 D inches

##### Total packaged weight

15.5kg / 34.1lbs

##### Operating environment

15°C to 30°C (59°F to 86°F) ;  
35% to 70% non-condensing.

##### Maintenance

Cleaning kit E9887

SPECIFICATIONS HIGHLIGHTS

# THE IDEAL ACCESS CARD



## Technology cards

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Premium technology cards optimised for easy printing, seamless integration and rapid deployment, Securicards proximity cards are designed to compliment and enhance existing security installations.

- Choose from a wide selection of card types, each designed to meet the specifications of your original access control system.
- Easily order blank, initialised or fully programmed credentials with external numbering and custom printing including logos, backgrounds and anti-fraud patterns.
- Desktop Magicard printers encode data and add customised watermarks, lamination or UV printing to credentials at the point of issuance.



## CONTACTLESS CARDS

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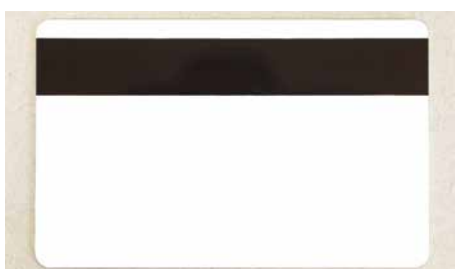
Imagine a Contactless card, your key to seamless access. Embedded with a tiny chip and transmitter, these cards offer effortless entry with just a wave. Whether it's unlocking your hotel room or boarding public transport, Contactless technology simplifies everyday tasks with its magic-like convenience.



## CONTACT CARDS

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Then there's the dependable Contact card – a fortress of secure transactions. Sporting a chip adorned with intricate electrical contacts, these cards ensure financial transactions are conducted with utmost safety. From banking to credit cards, Contact technology provides a reliable and secure way to manage your finances.



## MAG(NETIC) CARDS

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And let's not overlook the enduring charm of Mag cards. With a magnetic stripe on the back, these cards have been a staple in various industries for years. From access control systems to membership cards, Mag technology offers a straightforward yet effective means of storing and retrieving data.

## Technology cards

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But what if you could have the best of all worlds? Enter the realm of hybrid cards, where Contactless, Contact, and Mag technologies converge to offer unmatched versatility. Banking cards exemplify this, seamlessly integrating multiple technologies to deliver a comprehensive banking experience.

But the magic doesn't end there – with Magicard printers (model dependent), you hold the key to unlocking endless possibilities. These state-of-the-art devices empower you to write and encode Technology Cards, putting the power of creation at your fingertips. Whether you're a business owner streamlining operations or an enthusiast exploring new frontiers, Magicard printers offer a gateway to digital innovation.

**So, whether you're tapping, swiping, or waving your way through life, Technology Cards are your trusted allies, providing convenience, security, and boundless opportunities. Embrace the future of technology – unlock the potential of Technology Cards today!**

## ENCODING AND READING OPTIONS

Some Magicard printers are designed such that they can be fitted with a 'paid for' optional upgrade that allows Technology cards to be read and encoded.

## COMMITMENT TO THE ENVIRONMENT

*"Since 2018, jointly with One Tree Planted, we planted 30,000 trees, resulting in an offset of 660 tonnes of CO2 emissions per year."*



# DYE FILM



Standard direct-to-card printer dye films		Print capacity	Order Ref.	Article N°
Colour dye film with overcoat panel (YMCKO)	● ● ● ● ●	100 images	MA100YMCKO	-
Colour dye film with overcoat panel (YMCKO)	● ● ● ● ●	300 images	MA300YMCKO	-
Black resin dye film with overcoat panel (KO)	● ●	600 images	MA600KO	-
Monochrome resin dye film - Black	●	1000 images	MA1000K-Black	321959
Monochrome resin dye film - White	○	1000 images	MA1000K-White	321966
Monochrome resin dye film - Silver	●	1000 images	MA1000K-Silver	321965
Monochrome resin dye film - Gold	●	1000 images	MA1000K-Gold	321961
Monochrome resin dye film - Blue	●	1000 images	MA1000K-Blue	321960
Monochrome resin dye film - Red	●	1000 images	MA1000K-Red	321963
Monochrome resin dye film - Green	●	1000 images	MA1000K-Green	321962



**Pronto100 dye films**

		<b>Print capacity</b>	<b>Order Ref.</b>	<b>Article N°</b>
Colour dye film with overcoat panel (YMCK0)		100 images	MA100YMCKO/3	-
Colour dye film with overcoat panel (YMCK0)		200 images	MD200YMCKO/3	-

**Magicard 300 and Magicard E+ dye films**

		<b>Print capacity</b>	<b>Order Ref.</b>	<b>Article N°</b>
Colour dye film with overcoat panel (YMCK0)		200 images	MC200YMCKO/3	-
Double-sided dye film, prints colour on one side, black on reverse (YMCKOK)		250 images	MC250YMCKOK/3	-
Colour dye film with overcoat panel (YMCK0)		300 images	MC300YMCKO/3	-
Black resin dye film with overcoat panel (KO)		1000 images	MC600KO/3	321974

**Premium Magicard 600 dye films**

		<b>Print capacity</b>	<b>Order Ref.</b>	<b>Article N°</b>
Colour dye film with overcoat panel (YMCK0)		200 images	MB200YMCKO/3	321967
Double-sided dye film, prints colour on one side, black on reverse (YMCKOK)		250 images	MB250YMCKOK/3	-
Colour dye film with overcoat panel (YMCK0)		300 images	MB300YMCKO/3	321969
Black resin dye film with overcoat panel (KO)		1000 images	MB600KO/3	321970

## CLEANING KITS



<b>Description</b>	<b>Order Ref.</b>	<b>Article N°</b>
Pronto cleaning kit	CK1	-
Pronto 100 cleaning kit	E9100	321987
Standard direct-to-card printer cleaning kit	3633-0053	321983
Standard retransfer printer cleaning kit	E9887	321996



## ABOUT MAGICARD

Magicard provides trusted identity for a safer world.

Magicard was founded in 1993 and became a pioneer of ID card printing technologies with a full range of devices to meet any secure ID card issuance requirement. Magicard printers are renowned for their built-in card security features, including the HoloKote secure watermark. We serve markets from Healthcare to Corporate and beyond to help with applications such as Time and Attendance and Access Control.



## ABOUT BRADY

BRADY is one of the world's leading labelling and identification specialists

At BRADY, we believe our biggest strength is the wide range of identification and safety solutions we can offer our customers, whether it's labelling the smallest component or complete signage for an entire warehouse. We're also proud to offer many products and services - from printers, scanners and software to service contracts and on-site training - that compliment any identification job.

And don't forget, our wide network of expert distributors can always offer you a tailor-made solution to meet your specific requirements.



To help minimise our impact on the environment, Brady limits its number of reprints.

Updated versions are always available for download on [www.bradyeurope.com](http://www.bradyeurope.com).

