



E CLASS™

The Datamax E-Class lightweight, space saving line of thermal printers are designed for a multitude of label and tag printing applications. The E-Class printers are engineered for small size but packed with big features including an advanced 32-bit multi-tasking processor with two megabytes of memory, serial and parallel communication interfaces, and a three-button control panel. With all this power loaded into such a small footprint, the E-class family is the choice for a wide variety of low to medium volume labeling applications ranging from the needs of those in an office or research facility to those of a shipping or transportation center. And depending on the model, a four-inch per second print speed, a 300 dot per inch print resolution, plus the ability to accommodate a five-inch roll of media provides added versatility for all low/mid-volume labeling applications.

E-4203 E-4204 E-4304



M CLASS™

The M-Class offers users a durable, technologically advanced thermal printer with the design principles that have proven successful in other Datamax printers, in a smaller footprint for use in emerging market applications. The M-Class consists of the M-4206, an entry-level industrial printer for value-conscious customers, and the M-4208 and M-4306, high performance models with LCD display and expanded option sets. The M-Class is designed to address emerging markets for thermal printers, including healthcare, light industrial, retail and shipping applications. The printer's advanced menu system and durable features are the finishing touches in creating the most value-oriented printer for these emerging market users. The M-Class is the most feature-rich printer available to address the desktop/light industrial marketplace with the performance and value required in these applications.

M-4206 M-4208 M-4306



I CLASS™

The Datamax I-Class family of printers offers the most comprehensive, cost-effective line of industrial thermal label printing products available in the marketplace today. The foundation of this printer family is constructed upon a precision-crafted die-cast aluminum frame affording a durable yet lightweight modular design that increases the printer's reliability as well as its longevity. Performance is enhanced with a 32-bit 90 MHz true multi-tasking processor and 8 or 16 megabytes of standard memory providing accelerated formatting and fast first-label outputs. I-Class printers are ideal for a wide array of mission critical bar code labeling applications found in industries such as manufacturing, warehousing, and shipping as well as for applications involving intricate two-dimensional bar coding for compliance labeling, small parts tracking, or product identification. When it comes to reliability, simplicity, and performance there is just one choice - the Datamax I-Class family of printers. They are the most affordable, mission critical, industrial thermal printers available in today's market.

I-4208 I-4308 I-4210 I-4212 I-4406 I-4604



W CLASS™

The Datamax W-Class family of printers is designed to meet the specialized wide label printing needs of industry. These printers are constructed to endure the most intense of environments and technologically advanced enough to fit into any application. The W-Class printers feature a metal cabinet, heavy-duty frame, and leading edge electronics including 16 megabytes of memory and a 32-bit 90 MHz true multi-tasking processor. W-Class printers are ideal for mission critical compliance labeling applications such as automotive, chemical transportation, and paper-processing industries that require ODETTE, EAN-128, and AIAG labels. When it comes to wide-web capability, ease of use, and reliability there us only one choice, the W-Class. The W-Class is the leading high performance, mission critical wide-web thermal printer in today's market.

W-6208 W-6308 W-8306

THE I-CLASS RFID SOLUTION

from Datamax is ideal for many applications:

- Logistics Management
- Baggage Tags
- Retail/Apparel
- Inventory Control
- Library Systems
- Asset/People Tracking
- Anti-Theft



I-4210 I-4308 I-4212 I-4406 I-4604

Datamax introduces the only "RFID Ready" printer available to meet the needs of all potential RFID smart label users. The I-Class RFID Ready printer is available now for users who are interested in incorporating RFID in the future. This printer features all of the benefits and modularity of the Datamax I-Class printer, with the addition of a field-installable RFID module available from Datamax. The Datamax I-Class RFID printer currently supports the ISO 15693 high frequency (13.56 MHz) standard and will soon support a UHF option for ISO and/or EPC compliance.

The global evolution of the Auto-ID industry has led many companies to search for faster and more efficient tools for automatic identification processes. RFID is emerging as one of these tools, as supported by the pending Wal-Mart and Department of Defense requirements for tagging of inbound goods for distribution through their supply chain. As a leading automatic identification equipment manufacturer, including printers, labels and integration tools, Datamax understands customers' needs for flexible products that are scalable and robust for current and future needs.

Many Datamax customers are finding smart label applications are appropriate to address business challenges that were previously outside the realm of automatic identification technologies. Smart labels incorporate an RFID (Radio Frequency Identification) tag into a traditional thermal label allowing users to combine graphical and radio frequency data in one application. Smart label applications include supply chain tracking, inventory management, Work-In-Process control and many other traditional automatic identification functions. The Datamax RFID Ready printer allows users to economically print labels now, and seamlessly incorporate RFID encoding capabilities in the future.

DATAMAX MARKET SOLUTIONS



**Barcode Printing Solutions
for Real World Applications**

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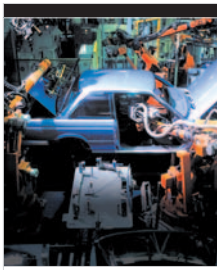
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DATAMAX®



AUTOMOTIVE: Automotive OEMs, parts suppliers and technology vendors rely on common automotive industry rules for using bar codes and two-dimensional symbols in applications such as shipping labels on containers and pallets and parts marking and identification. Powerful two-dimensional (2-D) symbologies are steadily gaining in popularity. Not only do two-dimensional (2-D) symbologies offer greater data carrying capacity than linear codes, they also provide improvements in size reducibility and tolerance of label damage. A streamlined shipping and receiving process relies heavily on the tracking ability provided by bar codes. Since many parts of an automobile are not manufactured at the assembly plant, the ability to apply bar codes to these parts enables the automotive industry to out-source components while maintaining efficiency in the supply chain.

APPLICATIONS	E-CLASS			M-CLASS			I-CLASS						W-CLASS			
	E-4203	E-4204	E-4304	M-4206	M-4208	M-4306	I-4208	I-4308	I-4210	I-4212	I-4406	I-4604	RFID Ready	W-6208	W-6308	W-8306
Pallets				✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Containers				✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Parts Marking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓			
Compliance	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Manufacturing				✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Inventory Control	✓	✓		✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
High Resolution Labeling			✓			✓		✓			✓	✓	✓		✓	✓



HEALTHCARE: Healthcare providers have a variety of specialty printing needs including labels and bar codes. Datamax understands the complex labeling and bar coding needs of healthcare providers. Barcode printers are used worldwide in healthcare facilities for applications such as admissions, pharmacy dosage labeling and materiel management in Central Supply. Some hospital software operating systems do not currently allow for bar coding but it is becoming more of a priority in facilities around the world that are concerned with patient safety and accounting. Bar coding is being adopted because of its proven tracking capabilities, and thermal printers are versatile enough to accomplish other printing needs along with providing accurate bar codes. Regardless of the facility or location, it is fair to assume that all healthcare providers will soon be adding bar coding into the operational procedures.

Admissions	✓	✓	✓													
Pharmacy	✓	✓	✓	✓	✓	✓	✓	✓	✓							
Radiology	✓	✓	✓	✓	✓	✓	✓	✓	✓							
Lab	✓	✓	✓	✓	✓	✓										
Blood Bank	✓	✓	✓	✓	✓	✓										
Central Supply				✓	✓	✓	✓	✓	✓				✓	✓		
Nurses Stations	✓	✓	✓	✓	✓	✓	✓	✓	✓							



ERP/WMS/SUPPLY CHAIN MANAGEMENT: Enterprise Resource Planning (ERP) systems are software packages composed of several modules, such as human resources, sales, finance and production, providing cross-organization integration of data through embedded business processes. These software packages can be customized to cater for the specific needs of an organization. During the 1990s ERP systems became the de-facto standard for replacement of legacy systems in large, and particularly multi-national companies. Compliance, shipping and receiving labels are vital to the distribution and fulfillment process of supply chain management systems. A streamlined shipping and receiving process relies heavily on the tracking ability provided by bar codes. Thermal transfer bar codes have higher durability than most bar code printing technologies and can insure greater safety of the traveling data both in the beginning and at the end.

Order Fulfillment	✓	✓		✓	✓	✓	✓		✓	✓	✓					
Compliance			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Shipping	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Inventory Management							✓	✓	✓	✓			✓	✓	✓	✓
Sales Tags	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product Labeling	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓



TRANSPORTATION: The logistics of transporting people, baggage, and objects for sale around the world is a complicated task that requires 100% accuracy. To accomplish this goal, transportation and logistics providers have developed complex systems with a sophisticated technology infrastructure. Bar codes are used extensively in the transportation and logistics business because of their capability to remove human error and expedite the data collection process. With a bar-coded label, automatic sensors can direct the pallet, carton, or piece of baggage through the transportation process without human intervention, reducing errors and accelerating processes.

Shipping	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Pallet				✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Luggage/Boarding				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Cargo/Bin				✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Postal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
Packing Lists	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓



MANUFACTURING: Datamax bar code printers were originally designed for use in manufacturing environments, where there is currently an installed base of hundreds of thousands of printers bearing the Datamax name. The ability to track an assembly process from the moment a customer places an order to the shipment of the final product means control of your bottom line. In manufacturing, it is vital to remain up and running - downtime equates to lost opportunities to ship products and create revenue. And as bar coding capabilities more thoroughly integrate into mainstream operations, bar coding is becoming more of a part of the manufacturing process, including being used for tracking work-in-process and improve accounting accuracy.

Shelf Labeling	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓				
Product Identification	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Work in Progress							✓	✓	✓	✓				✓	✓	✓
Inventory Management							✓	✓	✓	✓			✓			
Compliance			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Drum Labeling							✓	✓	✓	✓			✓	✓	✓	✓
Shipping Labels	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓



GOVERNMENT: Government agencies share similar technology requirements with their private sector counterparts, including the need to streamline operations, reduce costs, and increase efficiency. However, government agencies must also comply with regulations, oversight committees, and extensive Request for Proposal processes on top of normal business expenses. Government agencies around the world trust Datamax to provide answers about the operation, compatibility, and supplies of bar code printers. Datamax is a trusted resource for providing sophisticated bar code and label printing products to the public sector for virtually any application.

Asset Tracking	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓				
Defense LOGMARS			✓				✓	✓	✓	✓			✓	✓	✓	✓
Parks & Forestry Tagging	✓	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Driver Licenes	✓	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Auto Registration	✓	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Postal Services	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				