

DATACARD® ARTISTA® VHD RETRANSFER COLOR PRINTING MODULE

Innovative Technology for the
Datacard® MX6000™ Card Issuance System



Datacard Group

SECURE ID AND CARD PERSONALIZATION SOLUTIONS

EVERYTHING YOU EVER WANTED IN INLINE COLOR PRINTING

The Datacard® Artista® VHD retransfer color printing module for the Datacard® MX6000™ card issuance system is a tremendous, paradigm-shifting breakthrough for card issuers.

This innovative inline module delivers brilliant, full-color card printing with true edge-to-edge coverage and outstanding 600 dpi image quality. It sets a new standard for speed, printing up to 1,500 unique cards per hour.

The Artista VHD module redefines quality and versatility for inline color card printing. It enables issuers to produce secure IDs, financial cards, gift cards and cards for many other markets with fine-line details, metallic inks, UV printing, spot color and 1,200 dpi variable microprinting.

No other inline technology available today can match this module's powerful combination of speed, color and advanced print technology.



Retransfer Material

As part of the MX6000 system, the Artista VHD module works inline with a full range of high-volume card personalization technologies.

REVOLUTIONARY PRINTING PROCESS

HIGHER QUALITY, FASTER PERFORMANCE

In the past, card issuers who wanted to print full-color, edge-to-edge images had to wait up to 12 weeks while cards were printed using traditional lithography. The Artista VHD module for the MX6000 system eliminates long wait times. Issuers can load blank white cards and quickly produce cards with vivid, full-color images that rival the quality of litho-printed cards.

The reason is a powerful combination of inline retransfer color printing technology and high-definition pigment ink supplies.

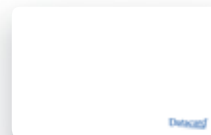
The Artista VHD module prints separate layers of cyan, magenta, yellow, black and/or a spot color on transparent retransfer material, then transfers the composite image to the card using heat and an adhesive. Images are printed with pigment-based inks, not conventional dyes.

This innovative technology allows you to print cards and secure IDs on a much wider range of card types, including PVC, polycarbonate, cards with contact and contactless smart card chips and cards with irregular surfaces.

BREAKTHROUGH TECHNOLOGY

The innovative Artista VHD module and specially formulated Datacard® Certified Supplies enable high-definition four- and five-color printing with true edge-to-edge coverage.

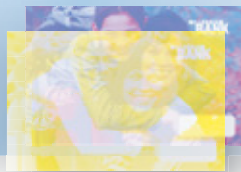
Card Stock



Cyan



Magenta



Yellow

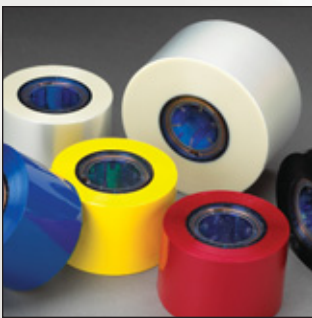


Black

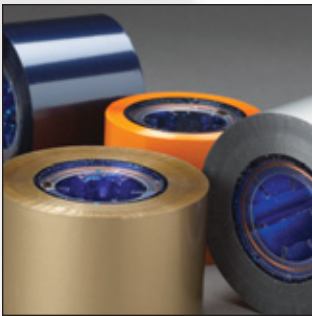


Unique Image

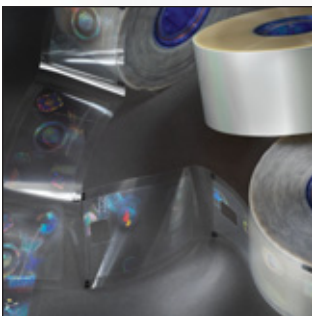
AMAZING NEW CAPABILITIES



COLOR RIBBONS
AND RETRANSFER MATERIAL



METALLIC, MICROPRINT AND
SPOT COLOR RIBBONS



TOPCOAT AND LAMINATES

HIGH-DEFINITION SUPPLIES

Pigment-based ink ribbons for the Artista VHD module create unprecedented opportunities for issuers to produce compelling cards with exceptionally crisp and detailed images. Datacard Certified Supplies deliver 600 dpi quality — a benchmark that inline systems have been unable to reach until now. The difference is precise ink dot placement that easily surpasses the capabilities of dye-based ribbons.

With these supplies, the Artista VHD module offers incredible inline printing features, including secure 1,200 dpi variable microprinting for driver's licenses, national IDs and other secure ID cards. Additional high-end ribbons enable spot color matching, metallic printing and three-color UV printing. The Artista VHD module requires the exclusive use of Datacard® Certified Supplies featuring Intelligent Supplies Technology™, which automates system interactions to optimize productivity and usability.

ADVANCED DURABILITY

Long-lasting cards and secure IDs help reduce reissuance costs. Cards produced with the MX6000 system and the Artista VHD module offer increased protection because pigment-based inks help prevent UV fading, improve plasticizer resistance and eliminate dye migration. To maximize durability and image quality, embossed cards must be protected with Datacard® CardGard™ UV-curable topcoat and flat cards must be protected with CardGard topcoat or Datacard® DuraGard® laminates. The topcoat and laminates can be applied inline, and feature Intelligent Supplies Technology™ to maximize efficiency.



CUSTOMIZE CARDS WITH 1,200 DPI SECURE
VARIABLE MICROPRINTING



PRINT METALLIC INKS (SILVER AND GOLD)



PROD
ACRO

GAIN COMPETITIVE ADVANTAGE

KEY MARKETS

- Telecom
- Financial
- Government
- Loyalty
- ...and more

DIFFERENCE-MAKING APPLICATIONS FOR YOUR MARKET

- **Faster speed to market.** The Artista VHD module gives card issuers a distinct competitive advantage, because its speed and print capabilities make it easy to add customer-specific background images, photos, graphics and text to cards without slowing productivity. This empowers issuers in financial, retail, telecom, transit and other markets to deliver highly personalized cards much faster than ever before.
- **Stronger security.** For government agencies and other security-minded organizations, this module significantly enhances the security of photo IDs. It prints variable card designs that complement preprinted security cards. It adds 1,200 dpi microprinting with variable text — an exclusive capability. Other advanced security features include fine-line security printing and three-color UV printing.



PRINT FULL-COLOR PHOTOS, GRAPHICS AND TEXT AT 600 DPI IN A SINGLE PASS



APPLY THREE-COLOR UV PRINTING



PRINT FINE-LINE DETAIL OVER IRREGULAR SURFACES



USE CONSISTENT SPOT COLOR ACROSS THE ENTIRE CARD



USE INTENSE PATTERNS AND GRADATIONS IN TONE AND COLOR



ACHIEVE TRUE EDGE-TO-EDGE CARD COVERAGE

ACCELERATE OPERATIONS

EFFICIENT SMALL JOB PROCESSING

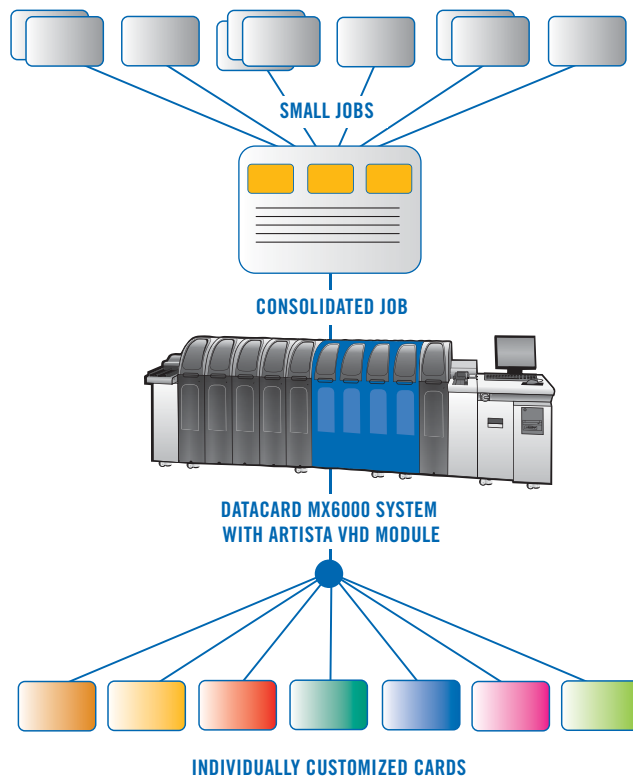
Smaller job sizes are a reality for card issuers, and demand for specialized cards continues to grow. This trend puts productivity at risk because operators must frequently stop jobs in process to load different card stocks.

The Artista VHD module offers a much more efficient solution, with the speed and flexibility you need to consolidate small jobs. Specifically, retransfer printing lets you load blank cards and print unique cards inline — without slowing down the personalization process. This helps minimize interruptions and downtime, so you can increase total throughput. For example, issuers can print 1,000 individually customized full-color cards just as fast as a batch of 1,000 identical cards.

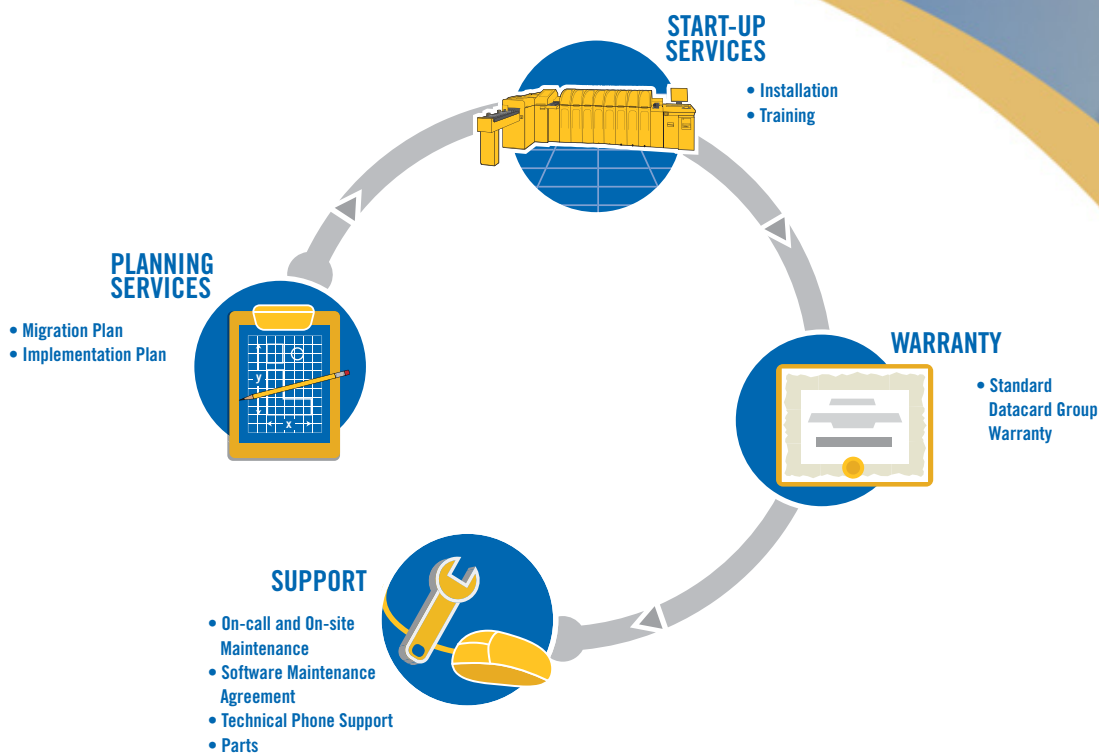
This capability delivers powerful operational advantages. It allows you to print cards on demand in precise quantities. That means no more overruns or discarding unused stock. It also helps reduce the number of cards in your vault, which simplifies purchasing, storage and inventory.

CRITICAL BENEFITS

- Faster speed to market for new card designs
- Rapid inline customization
- Compelling color quality
- Stronger card security
- True edge-to-edge coverage
- Fewer cards in your vault
- 600 dpi color images



SUPERIOR GLOBAL SERVICES



PROTECT YOUR INVESTMENT

DatacardSM Global Services provides a wide range of high-quality pre- and post-sales services specifically designed for the Artista VHD module. Our service teams leverage proven processes and unparalleled expertise in full-color printing to help ensure a smooth, successful implementation of your Artista VHD module. We provide comprehensive ongoing support, delivering the expert knowledge and skills required to maximize the uptime and throughput of your system. Ultimately, these services optimize your productivity and protect your technology investment.

LEARN FROM THE EXPERTS

Give your operators and system administrators the necessary skills to become effective and proficient. Our training courses are designed to eliminate trial-and-error processes and help your team use new technology with confidence.

WORLD LEADER IN SECURE ID AND CARD PERSONALIZATION SOLUTIONS

Datacard Group offers the world's best-selling secure ID and card personalization solutions. The company's portfolio includes systems for high-volume card issuance, card delivery and fulfillment, secure ID issuance and passport production, plus extensive service and supply offerings. Datacard Group serves customers in more than 120 countries. www.datacard.com

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