Persona® C30

Single- and Dual-Sided ID Card Printer

Simply Reliable.
Simply Affordable.
Simply Persona.

The simple way to personalize photo ID cards.

Persona by Fargo is all about simple, reliable and affordable ID card printing. Persona ID Card Printers are designed for everyone who wants to make great-looking plastic ID cards, but doesn't need cards with high-security features. Persona delivers sharp, colorful, durable plastic ID cards for hundreds of applications, such as company and school IDs, access cards, and membership and customer loyalty cards.

Hassle is out. Easy is in.

The Persona C30'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 C30 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.

There's no easier way to produce high-quality plastic ID cards for:

CORPORATE

EDUCATION

MEMBERSHIP

- K-12 Schools
- Small Corporations
- Parks and Recreation
- Health Clubs
- Recreational Facilities
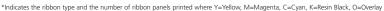- Ski Resorts/Lodges
- Loyalty Applications
- and more…

PERSONA®
by FARGO®

Persona C30

Single- and Dual-Sided ID Card Printer

Full-color images that look truly photographic. *Direct-to-card dye-sublimation printing technology puts sharp, clear images directly onto the surface of the plastic ID card.*

Maintain print quality while protecting the printhead. *Card cleaning roller is ingeniously integrated into the print ribbon cartridge. The roller automatically removes potentially damaging dust and debris from each card before it's printed.*

Make your cards more versatile. *Optional magnetic stripe encoding module can add functionality to ID cards, for applications such as access control.*

Print two-sided cards faster. *Choose the C30 Dual-Sided model for printing both sides of your cards in one easy pass.*

Persona C30 Dual-Sided ID Card Printer

Relax with our two-year warranty. *Peace-of-mind comes standard on every C30 we make.*

2 YEAR WARRANTY

All-in-one ribbon cartridge loads in a snap. *Simply slide the cartridge in, close the door, and you're done. There's nothing to feed, nothing to fumble with, nothing to tear.*

Specifications Overview	(complete C30 specs available at **www.buypersona.com**)
Print Method:	Dye-Sublimation / Resin Thermal Transfer
Resolution:	300 dpi (11.8 dots/mm)
Colors:	Up to 16.7 million / 256 shades per pixel
*Print Speed:***	• 7 seconds per card (K)* • 12 seconds per card (KO)* • 27 seconds per card (YMCKO)* • 35 seconds per card (YMCKOK)*
Print Applications:	Single- or dual-sided printing for text, logos, bar codes, signatures and photos in full-color
Software Drivers:	Windows® 98SE/Me/2000/XP/Server 2003
Accepted Card Thickness:	20 mil to 30 mil (.020" to .030" / .51mm to .76mm)
Input Hopper Card Capacity:	100 cards (.030" / .762mm)
Output Hopper Card Capacity:	Up to 30 cards (.030" / .762mm)
Print Area:	CR-80 edge-to-edge (3.36"L x 2.11"W / 85.3mmL x 53.7mmW) CR-79 (3.3"L x 2.04"W / 83.8mmL x 51.8mmW)
Options:	• Magnetic Stripe Encoding Module — field-upgradeable • Dual-sided Printing • Printer Cleaning Kit

*Indicates the ribbon type and the number of ribbon panels printed where Y=Yellow, M=Magenta, C=Cyan, K=Resin Black, O=Overlay

**Print speed indicates an approximate print speed and is measured from the time a card drops into the output hopper to the time the next card drops into the output hopper. Print speeds do not include encoding time or the time needed for the PC to process the image. Process time is dependent on the size of the file, the CPU, amount of RAM and the amount of available resources at the time of the print.

Persona C30 Single-Sided ID Card Printer

One side, or two?

The Persona C30 ID Card Printer comes in both single- and dual-sided models. If you only need cards printed on one side, choose the compact, single-sided C30. 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 C30. Either way, you'll get one of the easiest-to-use ID card printers available: the Persona C30.

Which Persona is right for you? Talk to your Persona reseller about the C30 today.

Designed for Microsoft® Windows®XP

The Persona C30 ID Card Printer has been tested to ensure that it meets Microsoft® standards for Windows® compatibility. Microsoft, Windows, and the Windows logo are trademarks, or registered trademarks of Microsoft Corporation in the United States and/or other countries.

PERSONA® by **FARGO®**