

▶ The MRS100 Series OEM Re-Writable Card Printing Mechanism

A Reliable, Low Cost 760 Micron Card Re-writable Printing Component for Visitor Access; Travel & Transport; Loyalty; Club Membership Systems

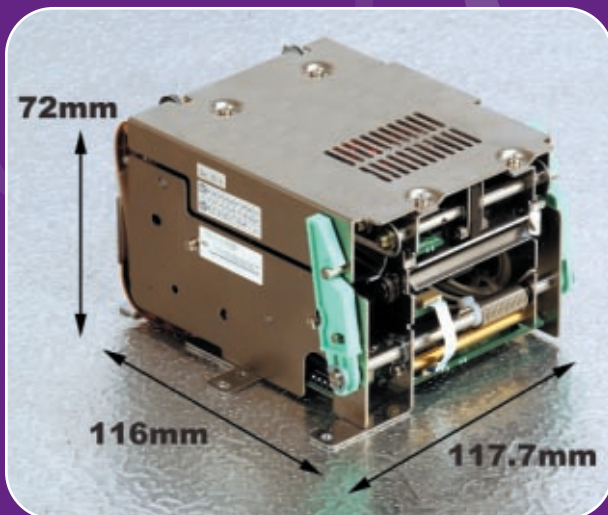
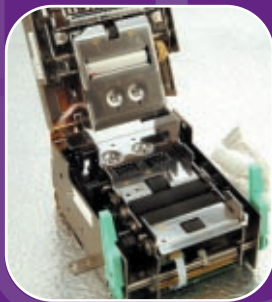
The MRS100 is a high quality, low cost re-writable card unit designed to work independently or as a component part of a unique product which could include either a proximity RFID, magnetic card, barcode or IC chip reader/writer.

The new component from Star Micronics has been very competitively priced to be retro-fitted to current security access/loyalty/transport systems and uses an ISO standard "credit card" format with a special Ricoh or Mitsubishi coating for the text to be able to be re-written up to 300 times per card.

Its flexibility is further demonstrated by the ability to add an adhesive Leuco Dye transparent cover to existing magnetic stripe/IC chip/proximity or just standard cards to add that "magic" re-writable element which will instantly make any scheme 100 times more effective.

► MRS100 Series

- Leuco based technology using a motorised 760 micron card reader/writer with standard TTL serial interface designed to work independently or as a component part of a unique product which could include a proximity RFID, magnetic card, barcode or IC reader/writer
- Standard black or blue text cards can be erased and re-written, up to 300 times, in just 7 seconds. (Detailed graphics such as photographs can be printed in 45 seconds)
- For use with proximity/IC chip/magnetic stripe cards with or without signature area (Actual card thickness from 0.68 - 0.84 mm)
- Front and rear card entry
- Cards can be ejected at the front or rear of the unit depending on the system/process requirements
- Very small footprint (almost palm size) 111.7mm (w) x 72mm (h) x 116mm (d) weight 903g
- Easy maintenance with user removable cleaning pad and cleaning kits available
- The resident Interleaved 2 of 5, Code 39, EAN8,13 and NW7 barcodes makes this reader/writer unit ideal for installation into ticketing, point redemption, and customer ID systems



► Key Applications

• Visitor Access / Security



The MRS100 is ideal for use for all aspects of visitor or, indeed, employee access. It can be used as a component part of any designed-in system for reception use or in the personnel department and will work in conjunction with proximity (RFID), magnetic stripe or barcode readers for access to various parts of the building.

• Travel / Transport

The MRS100 is perfect for all types of travel schemes from airplanes, trains, buses or even in ski resorts. Suited for use with proximity or magnetic stripe systems with automatic barriers etc., the key appeal of the MRS100 card system is the reliability and longevity of the travel cards. Very expensive paper rail or bus passes are known to be unreliable due to the simple fact that the media is worn out often before its expiry date. Other card systems are not able to offer the over-riding advantage of the Star instantly re-writable feature where text details can be added or updated for use where a proximity reader may not be installed - visual security checks, new seat location etc. Anybody is then able to read or check the relevant information written on the front of the card.

• Loyalty

Loyalty cards are normally only effective at the point of sale for just a couple of seconds while the card is being updated. The re-writable card systems from Star are far more effective as the card can be updated at the point of sale in just a matter of seconds with a long term legible message giving details of that customer's account - number of points, special offers etc. and turns that simple loyalty card into a powerful marketing tool.



• Club Membership / Electronic Wallet

The MRS100 can transform membership cards from simple ID cards to information and marketing cards using the unique Star re-writable feature. Court bookings / sales promotional messages can all now be recorded on the Star card in just a matter of seconds. IC chip or proximity cards use will also provide an electronic wallet function where the proximity chip will be of even more value in a wet bar area for long-term reliable use. Watch your profits increase with this type of system as it is a proven fact that customers spend more when using a cashless card system!

SPECIFICATIONS

Card Size / Print Area	54 x 85mm / 480 x 320 dots
Printing/Erase Method	Line thermal head/thermal erase bar
Dot Pitch	Vertical 0.121mm 210dpi Horizontal 0.125mm 203 dpi
Font Size	24 x12 dot ANK, Katakana 24 x 24 dot 1-6 times magnification on character height and/or width available
Font	ANK, Katakana, Shift J1S 1/2
Barcodes available	Interleaved 2 of 5, Code 39, EAN8,13, NW7
Control Method	FG Servomotor
Card Feed Speed	240 mm/second ±10% maximum
Interface	TTL Serial
Baud Rate	9600 bps
Character Start bit:	1 bit, data bit: 8 bits Parity even/odd, stop bit:1 bit.
Operating Temperature	5°C to 35°C
Operating Humidity	20 to 80%RH (without condensation)
Power Consumption	DC24V ±1% *2.5A (peak 10A ±20%) DC5V ±5% *0.8A (Peak 1.4A ±10%)

For further information on the MRS100, please contact Star Micronics Europe, Star House, Peregrine Business Park, Gomm Road, High Wycombe, HP13 7DL, UK Tel: +44 (0)1494 471111

