



▶ The Star MCP200/MCP300 Magnetic Particle Visual Card Reader/Re-Writer System

The Card System that talks to you every time you use it

LOYALTY • SECURITY ACCESS • MEMBERSHIP • VISITOR MANAGEMENT

► MCP200/MCP300 Series

The versatile MCP Series has been designed to fit into all types of systems from shop counters to information kiosks or company receptions.

The display of magnetic particles is aligned by a 50-pin recording head which can produce up to 3 lines of 29 characters. Additional information can be stored on the ISO magnetic stripe or IC chip and each card can be re-written up to 10,000 times, in less than 2 seconds.

The **MCP200 Series** of reader/writer card systems not only writes to the visual display, but also supports ISO data tracks 1 and 2 (read only) and 3. Available as a packaged unit MCP210 or OEM mechanism MCM210.

The **MCP300 Series** is a smaller, more compact range providing a variety of versions supporting both magnetic stripe (read only) and IC chip (read/write) MCP310 as well as an IC chip (read/write) mechanism MCM390.

The **MCM410 Kiosk Mechanism** has all the advantages of the MCP300 Series (IC chip version) with the added benefit of automated card issuing and collection. A key feature is that the cards stored do not have a "value" before being issued. The MCM490S will hold up to 200 cards.

MCP200/MCP300 Specifications

READERS / WRITERS	MCM210S	MCM310R
Key Functions: Magnetic Stripe	Magnetic Stripe Read / Write	Magnetic Stripe Read only
IC Chip Support	No IC Chip Support	IC Chip – Read / Write
Interface	RS232C	RS232C
System Reliability	300,000 insertions	300,000 insertions
Visual Display – Erase / Write	Yes	Yes
Visual Card Life	10,000 insertions	10,000 insertions
Dimensions (mm)	130(W) x 174(H) x 302(D)	106(W) x 122(H) x 273(D)
Weight (approx.)	4.1kg	2.5kg
Power Supply	AC 230V ± 10%, 20W	AC 230V ± 10%, 20W

MECHANISMS	MCM210S	MCM310R	MCM390X	MCM410XS with Hopper
Key Functions: Magnetic Stripe	Magnetic Stripe Read/Write	Magnetic Stripe Read only	Magnetic Stripe Read only	No Magnetic Stripe Support
IC Chip Support	No IC Chip Support	No IC Chip Support	IC Chip Contact Optional IC Card Read / Write Controller	IC Chip Contact Optional IC Card Read / Write Controller
Interface	TTL Serial	TTL Serial	TTL Serial	CMOS level Serial
Card Collection	Yes (with optional card issue)	—	—	Up to 52 cards – Hopper will store 200 cards
System Reliability	300,000 insertions	300,000 insertions	300,000 insertions	300,000 insertions
Visual Display – Erase / Write	Yes	Yes	Yes	Yes
Visual Card Life	10,000 insertions	10,000 insertions	10,000 insertions	10,000 insertions
Dimensions (mm)	123(W) x 115.3(H) x 312.4(D)	78(W) x 53(H) x 234.8(D)	78(W) x 53(H) x 234.8(D)	100(W) x 247.8(H) x 357(D)
Weight (approx.)	2.2kg	700g	700g	4.8Kg
Power Supply	DC5 V ± 5%, 3A Max DC24 V ± 5%, 1.5A Max	DC5 V ± 5%, 3A Max DC24 V ± 5%, 1.5A Max	DC5 V ± 5%, 3A Max DC24 V ± 5%, 1.5A Max	DC+24v

► Key Applications

• Loyalty Card

The unique Visual Card Systems from Star will enhance and promote user loyalty for all types of businesses from the small independents to the larger retailers, providing sophisticated and effective sales and marketing tools to increase sales. Unlike other loyalty systems, Star's advanced Visual Card Systems will motivate users with instantly written messages.



• Membership Card/Electronic Wallet

The Star Visual Card Systems provide a sophisticated, yet cost effective method of displaying individual customer information for any sports, leisure or health club. A typical application for these versatile systems includes Golf Clubs where membership status, subscription renewal dates, even tee-off times can be instantly displayed on the Visual Strip. The cards can also act as electronic wallets for the bar/restaurant, equipment hire or shop purchases.

• Appointment Card

The Visual Card Systems from Star are perfect replacements for traditional appointment cards for dentists, beauticians, driving schools or any other organisation, which would like to avoid broken, and therefore expensive, missed appointments. Take for example private health organisations, which have integrated the Star Visual Card system into their current computer systems, updating the IC Chip with confidential patient information, and the display with the date of the next appointment. This ensures a reliable service for patients as well as vastly improving the efficiency of the health centre.

• Security Door Access Card

What could be easier for security purposes than a card that states clearly where an employee or visitor should or should not be within a building? Star's proven Visual Card technology is ideal for use in a reception environment. Visitor/employee information can be instantly updated, showing clearly which areas can be accessed or how many hours have been worked for flexi-time purposes.

CARD	
Card Material	Polyvinyl Chloride
Magnetic Stripe	ISO 1, 2, 3 Tracks
Magnetic Stripe Recording Capacity	104 Characters (Max)
Display Characters	29 Characters x 3 lines (12 x 12 dots font) 22 Characters x 3 lines (16 x 16 dots font) 14 Characters x 2 lines (24 x 24 dots font)
Character Font	Alphanumeric (standard)
Graphics Matrix (MCP210/MCM210 only)	48 dots vertical / 320 dots horizontal
External Dimensions (mm)	85.6(W) x 54(L) x 0.76(T) based on ISO Standard
ISO Standards	ISO 7811/2, 7811/4, 7811/5
Magnetic Stripe	3 ISO Tracks: Tracks 1 & 2 – Read Only, Track 3 – Read & Write

For further information on the MCP200/300, please contact Star Micronics Europe, Star House, Peregrine Business Park, Gomm Road, High Wycombe, HP13 7DL, UK Tel: +44 (0)1494 47111



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