Persona® M30

Single- and Dual-Sided Monochrome ID Card Printer

Simply Reliable.
Simply Affordable.
Simply Persona.

Simple monochrome personalization of ID cards.

Persona by Fargo is all about simple, reliable and affordable ID card printing. The Persona M30 ID Card Printer is designed to personalize plastic cards with monochrome text, photos, bar codes or magnetic stripes, quickly and economically. The M30 delivers sharp, monochrome printing on durable plastic ID cards for hundreds of applications, such as membership, customer loyalty cards, visitor badges, bank cards and more.

Hassle is out. Easy is in.

The Persona M30'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 monochrome ribbon cartridge (choose from seven colors), 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.

One side, or two?

The Persona M30 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 M30. 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 M30. Either way, you'll get one of the easiest-to-use ID card printers available: the Persona M30.

Simply the best value available.

The Persona M30 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 monochrome ID card printer, the choice is simple — Persona.

There's no easier way to produce high-quality, monochrome printing on plastic cards for:

- Loyalty Applications
- Membership
- Banking Applications
- Telecommunications (Phone Cards)
- K-12 Schools
- Employees (Small Corporate)
- Visitor Badges
- Parks and Recreation
- Health Care or Insurance Applications
- Casinos
- Recreational Facilities
- Service Bureau Operations
- and more…

PERSONA® by FARGO®

Persona M30
Single- and Dual-Sided Monochrome ID Card Printer

Get crisp, monochrome printing that is clean and legible. Direct-to-card resin thermal transfer printing technology puts sharp, clear text, bar codes and graphics 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 M30 Dual-Sided model for printing both sides of your cards in one easy pass.

Persona M30 Dual-Sided ID Card Printer

2 YEAR WARRANTY

Relax with our two-year warranty. Peace-of-mind comes standard on every M30 we make.

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

Print Method:	Resin Thermal Transfer
Resolution:	300 dpi (11.8 dots/mm)
Colors:	Monochrome
Print Ribbon Options:*	Resin black and overlay panel, KO*, 500 prints Dye-sublimation black and overlay panel, BO*, 500 prints Resin black, 1,000 prints; green, blue, red, white, 1,000 prints; silver and gold, 500 prints
Print Speed:**	7 seconds per card (single-color resin)* 12 seconds per card (KO, BO)*
Accepted Standard Card Sizes:	CR-80 (3.375"L x 2.125"W / 85.6mmL x 54mmW) CR-79 Adhesive Back (3.313"L x 2.063"W / 84.1mmL x 52.4mmW)
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)
Accepted Card Thickness:	20 mil to 30 mil (.020" to .030" / .51mm to .76mm)
Accepted Card Types:	PVC or polyester cards with polished PVC finish; monochrome resin required for 100% polyester cards; optical memory cards with PVC finish
Input Hopper Card Capacity:	100 cards (.030" / .762mm)
Output Hopper Card Capacity:	Up to 30 cards (.030" / .762mm)
Card Cleaning:	Card cleaning roller integrated into ribbon cartridge; cleaning roller is automatically replaced with each ribbon change
Memory:	2MB RAM
Software Drivers::	Windows® 2000/XP/Server 2003
Interface:	USB 1.1 (USB 2.0 compatible)

Specifications

Operating Temperature:	65° to 80° F / 18° to 27° C
Humidity:	20–80% non-condensing
Dimensions:	Single-Sided: 7.9"H x 13.62"W x 8.14"D / 201mmH x 346mmW x 207mmD Dual-Sided: 7.9"H x 18.28"W x 8.14"D / 201mmH x 464mmW x 207mmD
Weight:	Single-Sided: 8 lbs. / 3.63 kg Dual-Sided: 11.55 lbs. / 5.22 kg
Agency Listings:	Safety: UL 60950-1, CSA C22.2 (60950-1), and CE EMC: FCC Class A, CRC c1374, CE (EN 55022 Class A, EN 55024)
Supply Voltage:	100-240 VAC, 3.3 A
Supply Frequency:	50 Hz / 60 Hz
Warranty:	Printer – Two years Printhead – Two years, unlimited pass with UltraCard™ Cards
Persona Certified Supplies:	Persona ID Card Printers require highly specialized media to function properly. To maximize printed card quality and durability, printhead life and printer reliability, use only Persona Supplies. Persona warranties are void, where not prohibited by law, when non-Persona Supplies are used.
Encoding Options:	ISO Magnetic Stripe Encoding, dual high- and low-coercivity, Tracks 1, 2, and 3
Options:	• Magnetic Stripe Encoding Module — field upgradeable • Dual-sided Printing • Printer Cleaning Kit
Software:	Build-A-Badge™ ID card software with database (included in price; order under separate part number)

* Indicates the ribbon type and the number of ribbon panels printed where B=Dye-Sublimation Black, 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.

The Persona M30 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.

Designed for Microsoft® Windows®XP

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