

# 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.



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



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



Persona C30 Dual-Sided ID Card Printer



**Relax with our two-year warranty.** Peace-of-mind comes standard on every C30 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 Overview	(complete C30 specs available at <a href="http://www.buypersona.com">www.buypersona.com</a> )
<b>Print Method:</b>	Dye-Sublimation / Resin Thermal Transfer
<b>Resolution:</b>	300 dpi (11.8 dots/mm)
<b>Colors:</b>	Up to 16.7 million / 256 shades per pixel
<b>Print Speed:**</b>	<ul style="list-style-type: none"> <li>• 7 seconds per card (K)*</li> <li>• 12 seconds per card (KO)*</li> <li>• 27 seconds per card (YMCKO)*</li> <li>• 35 seconds per card (YMCKOK)*</li> </ul>
<b>Print Applications:</b>	Single- or dual-sided printing for text, logos, bar codes, signatures and photos in full-color
<b>Software Drivers:</b>	Windows® 98SE/Me/2000/XP/Server 2003
<b>Accepted Card Thickness:</b>	20 mil to 30 mil (.020" to .030" / .51mm to .76mm)
<b>Input Hopper Card Capacity:</b>	100 cards (.030" / .762mm)
<b>Output Hopper Card Capacity:</b>	Up to 30 cards (.030" / .762mm)
<b>Print Area:</b>	CR-80 edge-to-edge (3.36" L x 2.11" W / 85.3mm L x 53.7mm W) CR-79 (3.3" L x 2.04" W / 83.8mm L x 51.8mm W)
<b>Options:</b>	<ul style="list-style-type: none"> <li>• Magnetic Stripe Encoding Module — field-upgradeable</li> <li>• Dual-sided Printing</li> <li>• Printer Cleaning Kit</li> </ul>

\*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.



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 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.

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# Persona® C30

## Single- and Dual-Sided ID Card Printer



Persona C30 Single-Sided ID Card Printer



Persona C30 Dual-Sided ID Card Printer

Everything about the Persona C30 ID Card Printer is designed to make printing great-looking plastic ID cards easy and trouble-free: Like the ribbon cartridge that loads in a snap, or the card cleaning roller that's integrated into the ribbon cartridge. It's simply reliable. Simply affordable. Simply 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...

Maximize the performance of your Persona ID Card Printer. Ask your Persona integrator about:

- Persona Supplies
- Persona Options and Accessories
- Persona Extended Warranties

Specifications	Persona C30 Single- and Dual-Sided ID Card Printer
<b>Print Method:</b>	Dye-Sublimation / Resin Thermal Transfer
<b>Resolution:</b>	300 dpi (11.8 dots/mm)
<b>Colors:</b>	Up to 16.7 million / 256 shades per pixel
<b>Print Ribbon Options:</b>	<ul style="list-style-type: none"> <li>• Full-color with resin black and overlay panel, YMCKO*, 250 prints</li> <li>• Full-color with two resin black panels and overlay panel, YMCKOK*, 200 prints</li> <li>• Resin black and overlay panel, KO, 500 prints</li> <li>• Dye-sublimation black and overlay panel, BO*, 500 prints</li> <li>• Resin black, 1,000 prints; green, blue, red, white, 1,000 prints; silver and gold, 500 prints</li> </ul>
<b>Print Speed:**</b>	<ul style="list-style-type: none"> <li>• 7 seconds per card (K)*</li> <li>• 12 seconds per card (KO)*</li> <li>• 27 seconds per card (YMCKO)*</li> <li>• 35 seconds per card (YMCKOK)*</li> </ul>
<b>Accepted Standard Card Sizes:</b>	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)
<b>Print Area:</b>	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)
<b>Accepted Card Thickness:</b>	20 mil to 30 mil (.020" to .030" / .51mm to .76mm)
<b>Accepted Card Types:</b>	PVC or polyester cards with polished PVC finish; monochrome resin required for 100% polyester cards; optical memory cards with PVC finish
<b>Input Hopper Card Capacity:</b>	100 cards (.030" / .762mm)
<b>Output Hopper Card Capacity:</b>	Up to 30 cards (.030" / .762mm)
<b>Card Cleaning:</b>	Card cleaning roller integrated into ribbon cartridge; cleaning roller is automatically replaced with each ribbon change
<b>Memory:</b>	2MB RAM
<b>Software Drivers:</b>	Windows® 98SE/Me/2000/XP/Server 2003
<b>Interface:</b>	USB 1.1 (USB 2.0 compatible)
<b>Operating Temperature:</b>	65° to 80° F / 18° to 27° C
<b>Humidity:</b>	20–80% non-condensing
<b>Dimensions:</b>	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
<b>Weight:</b>	Single-Sided: 8 lbs. / 3.63 kg Dual-Sided: 11.55 lbs. / 5.22 kg
<b>Agency Listings:</b>	Safety: UL 60950-1, CSA C22.2 (60950-1), and CE EMC: FCC Class A, CRC c1374, CE (EN 55022 Class A, EN 55024)
<b>Supply Voltage:</b>	100-240 VAC, 3.3 A
<b>Supply Frequency:</b>	50 Hz / 60 Hz
<b>Warranty:</b>	Printer – Two years Printhead – Two years, unlimited pass with UltraCard™ Cards
<b>Persona Certified Supplies:</b>	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.
<b>Encoding Options:</b>	• ISO Magnetic Stripe Encoding, dual high- and low-coercivity, Tracks 1, 2, and 3
<b>Options:</b>	<ul style="list-style-type: none"> <li>• Magnetic Stripe Encoding Module — field-upgradeable</li> <li>• Dual-sided Printing</li> <li>• Printer Cleaning Kit</li> </ul>



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