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## **DATACARD GROUP LAUNCHES DATACARD® SP PLUS SERIES CARD PRINTERS**

### **New printers redefine customer expectations for innovative card printing**

Suntec City, Singapore – April 25, 2007 — Datacard Group, the world leader in secure ID and card personalization solutions, today announced the global launch of the Datacard® SP Plus Series card printers at the Cards Asia 2007 exhibition. This broad portfolio of innovative card printers delivers the essential technologies and dependable performance customers need to print secure IDs, loyalty cards, membership cards and more.

“Datacard SP Plus Series card printers enable customers to produce visually stunning personalized cards for a variety of market applications,” said Connell Smith, vice president of desktop solutions for Datacard Group. “This family of printers offers full-color card printing, rewritable printing, ultraviolet fluorescent printing and single-pass application of security laminates — as well as magnetic stripe encoding and smart card personalization options. In other words, SP Plus Series printers are designed to satisfy an extremely wide range of customer requirements for security, quality and value.”

Datacard SP Plus Series printers feature enhanced performance with faster print speeds, sharper colors, new supply choices, extended warranty coverage and support for clear card printing. They also provide high reliability and strong investment protection. Printers in the line include:

- **Datacard® SP25 Plus card printer.** Offers an exclusive combination of full-color and rewritable card printing and is designed for low-volume, manual-feed applications.
- **Datacard® SP35 Plus card printer.** A convenient, easy-to-use printer that delivers vivid, one-sided color cards for education, healthcare and staff IDs.
- **Datacard® SP55 Plus card printer.** Delivers very fast print speed to accelerate production of color cards for casino, loyalty, education and corporate IDs.
- **Datacard® SP75 Plus card printer.** Produces highly secure IDs for corporations, universities and governments, and can be configured with one or two lamination stations.

“When you want to enhance security, loyalty, profitability or member satisfaction, the choice is clear: Datacard SP Plus Series card printers,” Smith said.

Datacard Group offers the world’s best-selling secure ID and card personalization solutions. The company’s portfolio includes systems for high-volume card issuance, card delivery, secure ID issuance and passport production, plus extensive service and supply offerings. Datacard Group serves customers in more than 120 countries ([www.datacard.com](http://www.datacard.com)).