

New Magicard Prima 4 – Smaller, lighter, high quality reverse transfer card printing at a new lower price.

The new Magicard Prima 4 is a completely new generation reverse-transfer printer. Reverse-transfer printing technology provides the highest printing quality, and is often the best choice for the personalization of contactless or dual-interface cards, where card surfaces may vary in flatness and/or composition.

The new Magicard Prima 4 offers all the benefits of the current generation Prima printers, but at two-thirds of the size, weight, and price!

Key features of the Magicard Prima 4:

- High quality reverse transfer printing.
- Robust and reliable print engine, capable of printing large card volumes over many years of use.
- Ethernet and USB 2.0 built in.
- Wide range of add-in Contact Chip, Contactless Chip and Magnetic encoding option.
- Flat cards every time with a built in bend remedy in every single-sided printer.
- New Magicard Prima Inline Laminator.



The Magicard Prima 4 is available in both single and double-sided versions. Both versions work with a new Prima Inline Laminator option, which is also available in single and double-sided versions.

The unique UltraCoverPlus extended 3 year warranty with loaner service is provided for free with the Prima range across North America, EC countries, and selected other territories. This is unique to Magicard; other vendors can charge over US\$1000 / €1000 for the same warranty.

According to Andy Matko, Magicard Director, "The Magicard Prima 4 is the professional's tool for high-demand card printing applications such as Government projects, Drivers Licenses, and Airport ID, or any other applications where the highest quality and security are required."

- Ends -

Attachments:

- Magicard Prima 4 printer image

Notes to Editor

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About Magicard - Ultra Electronics

Ultra Electronics Card Systems is part of the international defense, aerospace and security group Ultra Electronics, with a worldwide workforce of 4,000 employees. Ultra has been designing and manufacturing its Magicard range of secure ID Card Printers since 1993, and is recognized as one of the world's leading manufacturers. The high technology Magicard printers are used in a wide variety of portrait ID and access control applications, and incorporate innovative HoloKote® anti-counterfeiting technology, developed and patented by Ultra, which imprints a watermark across the printed card surface.

Please visit www.magicard.com for more information.