

<b>To</b>	Sales and Distribution Channels
<b>From</b>	Steve Diggpaul, Senior Product Manager, Distributed Issuance
<b>Date</b>	April 13, 2015
<b>Subject</b>	<b>Rewrite Capability Added to Datacard SD260™ Card Printer</b>

## Announcement

Entrust Datacard is pleased to announce new rewrite capability added to standard and short body SD260™ Card Printers.

## Overview

All versions of the standard SD260 and SD260S now come standard with rewrite technology. This capability was incorporated in the following models as of March 4, 2015, starting with serial #A40001.

SD260 PRINTER CONFIGURATIONS	
535500-001	SD260 Printer, Simplex, Manual Feed Input Hopper
535500-002	SD260 Printer, Simplex, 100-Card Input Hopper
535500-003	SD260 Printer, Simplex, Manual Feed Input Hopper (includes: ISO Magnetic Stripe)
535500-004	SD260 Printer, Simplex, 100-Card Input Hopper (includes: ISO Magnetic Stripe)
535500-005	SD260 Printer, Simplex, 100-Card Input Hopper (includes: JIS Magnetic Stripe)
535500-300	SD260 Printer, Simplex, 100-Card Input Hopper (includes: ISO Magnetic Stripe, Clear Card)
SD260S SHORT BODY SC PRINTER CONFIGURATIONS	
535500-007	SD260S Printer, Simplex, 100-Card Input Hopper (includes: Loosely Coupled Identive Smart Card Contact/Contactless Reader/Encoder)
535500-008	SD260S Printer, Simplex, 100-Card Input Hopper (includes: ISO Magnetic Stripe, Loosely Coupled Identive Smart Card Contact/Contactless Reader/Encoder)
535500-009	SD260S Printer, Simplex, 100-Card Input Hopper (includes: JIS Magnetic Stripe, Loosely Coupled Identive Smart Card Contact/Contactless Reader/Encoder)
535500-011	SD260S Printer, Simplex, 100-Card Output Hopper, Smart Card

The SD260 delivers single-color photos and text on rewritable cards with excellent image quality. Rewritable cards feature a clear, heat-sensitive layer that can be erased and rewritten up to 500 times. Rewrite technology provides an affordable way to update cards with frequently changing data or create reusable cards, because rewritable cards eliminate the supply costs of reissuance.

Rewrite technology is ideal for

- Corporate visitor ID cards
- Student IDs with rewritable class schedules
- Patient ID cards with rewritable appointments/schedules
- Transit cards with rewritable ticketing details or schedules
- Retail cards with rewritable loyalty points
- Ski lift tickets and other recreation cards

The SD260™ one-sided card printer provides high quality and reliable printing that has been proven in the marketplace. With the addition of rewrite capability, it offers even more flexibility to meet customer needs and is an ideal option for anyone needs a quality desktop ID card printing solution.

## Contact Information

For further information, please contact your sales manager or sales support representative.