

# Sigma DSE Competitive Positioning

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# SIGMA DSE

- Upcoming Direct To Card printer targeted for **entry level, basic badging** applications
- Key differentiators vs. Sigma:
  - No display
  - Interaction with printer through Power Button and Multi-use button
  - Low-end Industrial Design
    - Fixed input/output hopper
    - Enclosure 6 pieces – easy to remove during support
  - 24-month warranty



## Duplex Sigma DSE

**185 CPH (color) / 750 CPH (mono)**

0.024"-0.040" cards

Fixed 100 input card, 25 card output Hoppers

YMCKT + Black/White Mono Ribbon SKUs

**Printhead Guard**

**Smaller packaging – Helps lower freight cost!**

Limited accessories

Loosely Coupled Smart Card Readers *as Upgrade Kit only*

Simplified Industrial Design

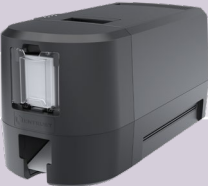




Mag Stripe *as Upgrade Kits only*

**Cloud Ready – Duplex Printers**

No Wi-Fi



# Competitive Feature Comparison 1 of 2

Features	Sigma DSE	Evolis Zenius	Zebra ZC100	Matica MC110	Magicard 300
Color Print Speed	185 cards/hr 	150 	150 	150 	160 
Mono Print Speed	750 cards/hr	500	~705	700	720
Input Hopper Capacity	100	50	100	100	100
Output Hopper Capacity	25	20	100	30	70
Warranty	2-years printer & printhead	2-year printer & printhead warranty	2 years on printer and printhead (with unlimited passes) 3-year limited warranty on printer and printhead	2-years (subject to use of ChromeXpert ribbon)	3-year limited warranty Printhead covered in some territories
Printer includes	Power supply & cords USB cable Cleaning Swabs	USB cable Power supply & cords CD-ROM with printer driver and user manual Cleaning kit	USB cable US power cord Microsoft Windows drivers	Power supply & cords USB cable Cleaning Card & Swab User manual	USB cable Power cord LCD Display
Software	Entrust Trial – IIDaaS duplex, IID simplex	Supplied with the eMedia CS Card Designer (30-day free trial to be downloaded from Mediasoft's website)	Includes a free 30-day subscription to CloudBadging	CardExchange Producer Lite edition	"You can start printing from any program (Word, Office etc.). You do not need any special software"
Interface	USB/Ethernet(Duplex only)	USB 1.1	USB Built-in 10/100 ethernet (optional) 802.11ac (optional)	USB 2.0	High Speed USB 2.0, USB 3.0 compatible - Type B, 10/100 Ethernet. External Host USB Port.

# Competitive Feature Comparison 2 of 2

Features	Sigma DSE	Dascom DC-240 (Single Side)	Dascom-2300 (single and double side)	IDP Smart 31	HID DTC1250e (mid-range)
Color Print Speed	185 cards/hr	155 cards/hour	180 cards/hour (single side) 90 cards/hour (double side)	157	225 (YMCKO) 150 (YMCKOK)
Mono Print Speed	750 cards/hr	390 cards/hour (K or W)	450 cards/hour (single side K)	720	600 (K) 450 (KO)
Input Hopper Capacity	100	100 Cards or manual feeding	100 cards (30 mil thick) or Manual feed	80	100
Output Hopper Capacity	25	25 (front) + 75(rear and automatic tray sensor)	25 (front) + 75(rear and automatic tray sensor)	25	30
Warranty	2-years printer & printhead	3 years, printhead life: 20,000 cards	3 years, printhead life: 20,000 cards	3-years; 2-year unlimited printhead warranty	3 years - printer and printhead (including one no-questions-asked printhead replacement)
Printer includes	Power supply & cords USB cable Cleaning Swabs	Power supply & cords USB cable Cleaning Swabs	Power supply & cords USB cable Cleaning Swabs	USB cable Power cord CD with drivers, manuals & utility programs Quick install guide	USB cable US/International power cords CD with printer drivers & user guide
Software	Entrust Trial: 30-day IID Trial 60-day IIDaaS Trial (available duplex only)	DASCOM CardEditor included. Printer can be used with other card design software, or as a traditional Windows® printer	Dascom CardEditor included. Printer can be used with other other card design software, or as a traditional Windows printer. (Kartenstudio - EMEA - is giving a special on providing Cardpresso XXS download	SMART ID card designing software is bundled with purchase of SMART printers.	Includes a free 30-day subscription to CloudBadging
Interface	USB/Ethernet(Duplex only)	USB 2.0, USB host	USB 2.0, USB host, Ethernet 10/100 Duplex mode	USB Ethernet optional	USB 2.0

# Portfolio Positioning – IIDI Visualized



Sigma DSE

Entry level USB



Sigma DS2C

Entry-Mid  
Range  
Ethernet/Cloud



Sigma DS1/2

Mid Range



Sigma DS3

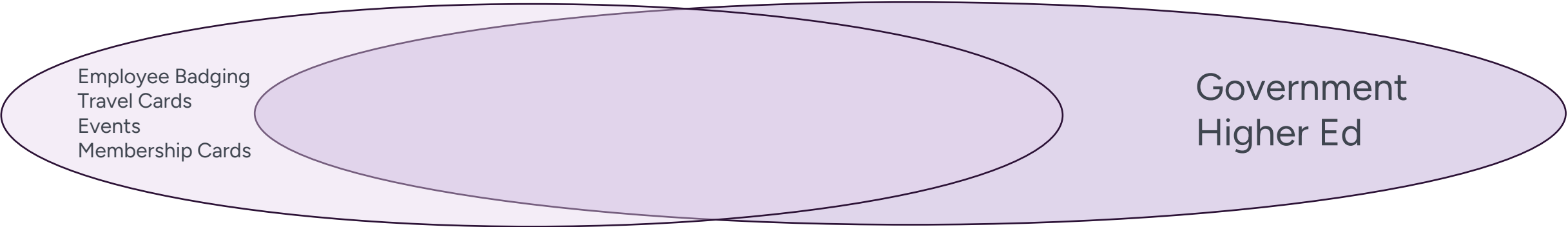
High end



Sigma DS3 600 DPI

High end-  
Retransfer  
disruptor

## Verticals



## Sigma DSE – Differences to rest of Sigma line

- **Differences:**

- Physical, Aesthetic differences
- Functionality Differences
- Others (Support Modularity, etc.)

- **Similarities:**

- Print Engine
- Printhead guard
- Printer Dashboard support
- Supported Ribbon SKUs

Differences	Sigma DSE	Rest of Sigma
Physical	<ul style="list-style-type: none"> <li>• Low end industrial design</li> <li>• No display – interaction through power &amp; multi-function buttons</li> <li>• No LED light bar</li> <li>• Smaller packaging</li> </ul>	<ul style="list-style-type: none"> <li>• High-end design</li> <li>• Display</li> <li>• LED Lightbar</li> <li>• Efficient packaging – take out of box with 1-hand</li> </ul>
Functional	<ul style="list-style-type: none"> <li>• Slower</li> <li>• Smaller input hopper</li> <li>• Mag-stripe and Smartcard as upgrade only</li> </ul>	<ul style="list-style-type: none"> <li>• Faster</li> <li>• Larger and removable hopper</li> <li>• Wi-fi compatible</li> <li>• Multiple standard configurations</li> <li>• Support for more card sizes</li> </ul>
Other	<ul style="list-style-type: none"> <li>• 24-month warranty</li> <li>• No modularity</li> </ul>	<ul style="list-style-type: none"> <li>• 36-month warranty</li> <li>• Modular – Lamination &amp; Tactile</li> <li>• Premium ribbon compatible (luster, flourescent, etc.)</li> <li>• Advanced network security features</li> </ul>

# Feature Comparison Slide (Sigma Line)

	 Sigma - DSE	 Sigma DS1	 Sigma DS2	 Sigma DS3
<b>Print capabilities</b>	Single or Duplex	Simplex	Simplex or Duplex	Simplex or Duplex
<b>Print resolution</b>	300x300 dpi, 300x600 dpi, 300x1200 dpi	300x300 dpi, 300x600 dpi, 300x1200 dpi	300x300 dpi, 300x600 dpi, 300x1200 dpi	300x300 dpi, 300x600 dpi, 300x1200 dpi; <b>600x600 dpi</b>
<b>Print speed</b>	185 cph (color)	185 cph (color)	225 cph single sided (color) 140 cph dual sided (color)	250 cph single sided (color) 180 cph dual sided (color)
	750 cph (mono)	750 cph (mono)	880 cph (mono)	1100 cph single side (mono)
<b>Display</b>	NO	YES	YES	YES
<b>Card capacity</b>	Fixed 100 input card, 25 output Hoppers	Removable 125 card input, 25 card output (up to 100 optional) hoppers		Input hopper - Removable 125 card input, Output hopper - 25 card output (up to 100 optional) Reject hopper - up to 10 cards
<b>Card size</b>	Dimension: ID-1, CR -80	Dimension: ID-1, CR-79, CR -80	Dimension: ID-1, CR-79, CR -80	Dimension: ID-1, CR-79, CR -80
<b>Support - Card thickness</b>	0.024' - 0.040'	Thickness 0.010" to 0.040"	Thickness 0.010" to 0.040"	Thickness 0.010" to 0.040"
<b>Security lock</b>	NO	No	No	
<b>Connectivity</b>	USB – simplex USB and Ethernet - duplex	USB only, wi-fi optional	USB and Ethernet, wi-fi optional	USB and Ethernet, wi-fi optional
<b>Warranty</b>	24 months warranty	36 months warranty	36 months warranty	36 months warranty
<b>Magnetic stripe encoding</b>	Magnetic Stripe as Upgrade kit only	Magnetic Stripe as Upgrade kit only	ISO 7811 three-track support (high- and low-coercivity) JIS Type II Single-track option	ISO 7811 three-track support (high- and low-coercivity) JIS Type II Single-track option
<b>Wi-Fi</b>	No	Wi-Fi types: 802.11g/n Authentication modes: None, WPA2 Personal Dual-band 2.4GHz & 5GHz	Wi-Fi types: 802.11g/n Authentication modes: None, WPA2 Personal Dual-band 2.4GHz & 5GHz	Wi-Fi types: 802.11g/n Authentication modes: None, WPA2 Personal Dual-band 2.4GHz & 5GHz
<b>SmartCard encoding</b>	Loosely Coupled Smart Card Readers as Upgrade Kit only	Loosely coupled Contact smart card encoding: ISO 7816 T=0 (T=1), Class A 5V (3V and 1.8V) Contactless smart card encoding: ISO 14443 – A (B), ISO 15693, MiFare Series, DESFire Series, HID IClass Series, HID Prox (125 KHZ)	Loosely coupled Contact smart card encoding: ISO 7816 T=0 (T=1), Class A 5V (3V and 1.8V) Contactless smart card encoding: ISO 14443 – A (B), ISO 15693, MiFare Series, DESFire Series, HID IClass Series, HID Prox (125 KHZ)	Loosely coupled Contact smart card encoding: ISO 7816 T=0 (T=1), Class A 5V (3V and 1.8V) Contactless smart card encoding: ISO 14443 – A (B), ISO 15693, MiFare Series, DESFire Series, HID IClass Series, HID Prox (125 KHZ)