

# Sigma DSE Pitch Deck

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SECURING A WORLD IN MOTION

# Executive Summary

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- Elevator Pitch
- Portfolio Visualization
- Product Overview
- How we'll win
- Competitive Comparison
- DSE Supplies
- DSE Software
- Beta Feedback
- DSE additional details
- Pricing
- FY26 Targets
- Questions

Sigma DSE is available now!

The intent of this training is to prepare you to **attack the market** and **drive volume selling Sigma DSE**



# Sigma DSE

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- Entry level printer for basic badging applications.

## Elevator Pitch

*"The Sigma DSE is a direct to card printer optimized for small and medium businesses. End customers who will purchase the Sigma DSE need an affordable way to support their organization's badging needs, with assurance that their valuable investment will be reliable over years of use. The Sigma DSE matches the quality and reliability of the tested Sigma brand, while delivering the sweet spot of features for basic badging applications that don't require the bells and whistles."*



# 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



# Portfolio Positioning – IIDI Visualized



Sigma DSE

Entry level USB



Sigma DS2C

Entry-Mid  
Range  
Ethernet/Cloud



Sigma DS1/2

Mid Range



Sigma DS3

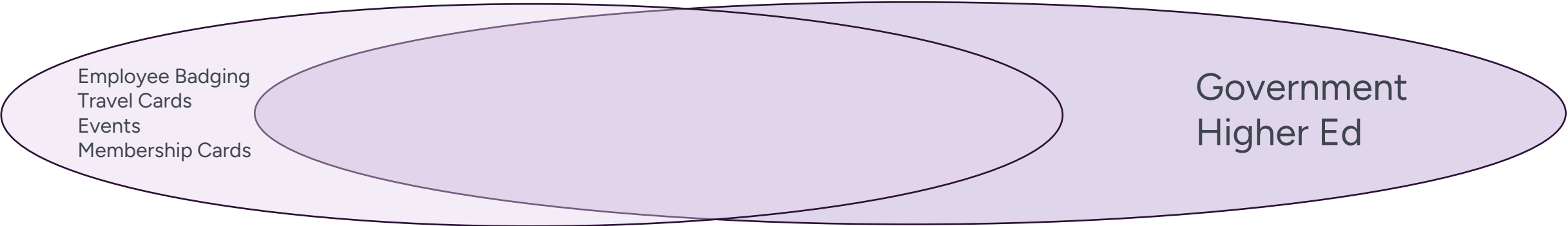
High end



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;<br><b>600x600 dpi</b>   |
| <b>Print speed</b>              | 185 cph (color)   | 185 cph (color)   | 225 cph single sided (color)<br>140 cph dual sided (color)  | 250 cph single sided (color)<br>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)<br>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<br>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)<br>JIS Type II Single-track option  | ISO 7811 three-track support (high- and low-coercivity)<br>JIS Type II Single-track option  |
| <b>Wi-Fi</b>                    | No  | Wi-Fi types: 802.11g/n<br>Authentication modes: None, WPA2 Personal<br>Dual-band 2.4GHz & 5GHz  | Wi-Fi types: 802.11g/n<br>Authentication modes: None, WPA2 Personal<br>Dual-band 2.4GHz & 5GHz  | Wi-Fi types: 802.11g/n<br>Authentication modes: None, WPA2 Personal<br>Dual-band 2.4GHz & 5GHz  |
| <b>SmartCard encoding</b>       | Loosely Coupled Smart Card Readers as Upgrade Kit only  | Loosely coupled<br>Contact smart card encoding: ISO 7816 T=0 (T=1),<br>Class A 5V (3V and 1.8V)<br>Contactless smart card encoding: ISO 14443 – A (B),<br>ISO 15693, MiFare Series, DESFire Series, HID IClass Series, HID Prox (125 KHZ) | Loosely coupled<br>Contact smart card encoding: ISO 7816 T=0 (T=1),<br>Class A 5V (3V and 1.8V)<br>Contactless smart card encoding: ISO 14443 – A (B),<br>ISO 15693, MiFare Series, DESFire Series, HID IClass Series, HID Prox (125 KHZ) | Loosely coupled<br>Contact smart card encoding: ISO 7816 T=0 (T=1),<br>Class A 5V (3V and 1.8V)<br>Contactless smart card encoding: ISO 14443 – A (B),<br>ISO 15693, MiFare Series, DESFire Series, HID IClass Series, HID Prox (125 KHZ) |

# Sigma DSE - Supplies

## Color Ribbon

|             |                |
|-------------|----------------|
| YMCKT       | 250/500 images |
| ymcKT       | 650 images     |
| YMCKT-KT    | 350 images     |
| ymcKT-KT    | 435 images     |
| YMCKT PET-G | 250 images     |

## Monochrome

Black standard & premium  
White standard & premium  
Silver standard  
Silver Premium Metallic  
Gold standard  
Gold metallic

\*Standard DS3 and S100 Skus



# Sigma DSE – Software Strategy

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## Option 1: IIDaaS Ribbon Support

- IIDaaS Ribbons available for DSE Duplex
- Unlimited users, print from any device, any where
- Get the latest features along with included software support

## Option 2: Instant ID Express

- Now have the latest version
- Always have the latest bug fixes and security patches

# Sigma DSE – Other details

- 24-month warranty
- No modularity
- Available Upgrade Kits:

|  |   |
|--|---|
| 529346-001   | Upgrade Kit, ISO Magnetic Stripe Encoder                      |
| 529346-002   | Upgrade Kit, JIS Magnetic Stripe Encoder                      |
| 529807-001   | Sigma Dust Cover  |
| 531234-001   | UPGRADE KIT, SIMPLEX SMARTCARD, S14 OMNIKEY, LC               |
| <i>This upgrade kit is only compatible with the following printers, S/N XA14198 and above</i>  |   |
| 531291-001   | UPGRADE KIT, SIMPLEX SMARTCARD, S19 IDENTIV NEXT GEN, LC      |
| <i>This upgrade kits is only compatible with the following printers, S/N XA14198 and above</i> |   |
| 531294-001   | UPGRADE KIT, SIMPLEX SMARTCARD, S6, 3RD PARTY CONTACT, LC     |
| <i>This upgrade kit is only compatible with the following printers, S/N XA14198 and above</i>  |   |
| 531295-001   | UPGRADE KIT, SIMPLEX SMARTCARD, S1, 3RD PARTY CONTACTLESS, LC |
| <i>This upgrade kit is only compatible with the following printers, S/N XA14198 and above</i>  |   |

# Q&A

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