



SELLING GUIDE

ZC300 Card Printer

Flexible and Secure Card Printing with Ground-breaking Simplicity

NORTH AMERICA / EUROPE / MIDDLE EAST / AFRICA

AGENDA

Customer Engagement Questions

Upgrade Opportunity: Product Positioning

Competition: Individual Product Fight Sheets

Competition: Feature-to-Feature Comparison Charts

Sales Tools and Resources

Customer Engagement Questions

Customer Engagement Questions

What are the biggest headaches with your current card printers?

Do users have trouble loading ribbons? Are they nervous about touching ribbon spools or unsure about which is the correct way to load ribbons?

How many support calls does IT receive related to ribbon loading issues?
What is the cost of downtime when users cannot properly load the ribbon?

Do users have to adjust the printer for card thickness? Do they unintentionally change settings, causing feeding errors to occur?

Do users ever need to manually load a single card for on-demand printing or print on different card stock? How easy is it for them to manually load single cards with your current card printer?

How easy is it for users to know what the printer needs?

How easy is it for users to design cards and make changes? Do they frequently print test cards to determine how a setting change will look?



Customer Engagement Questions (continued)

Does the footprint of your current card printer limit where you can issue cards? Would you appreciate a slimmer profile and lower clearance?

Is your card printer in a customer-facing area? Would you like your printers to have a sleek and modern look?

What encoding options do you require? *Note: if the customer does not have the capability or desire to integrate an encoder or requires contact encoding, position the ZC350.*

What connectivity options do you need? Would Ethernet and 802.11ac Wi-Fi improve printer usage and deployment flexibility?

Are device and data security key concerns for your organization? Are printers located in public areas? Do you encode or print sensitive information, like account numbers, on cards?



Upgrade Opportunity: Product Positioning

Upgrade Opportunity: ZC300 vs. ZXP Series 3

The following chart highlights why your customer should upgrade from the Zebra ZXP Series 3.

	Zebra ZC300	Zebra ZXP Series 3	Why Your Customer Cares
			
NEXT GENERATION INDUSTRIAL DESIGN			
Card Feed Thickness Gauge	Adjusts automatically to any card thickness 10 - 40 mil	Manual adjustment for card thickness required 10-40 mil	The ZC300 is easier to use. Its card feeder automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
Output Door Design	Saloon-style doors: <ul style="list-style-type: none"> • Enable one-step retrieval of any number of cards • Maximize output hopper capacity • Save space 	User must open output hopper	The ZC300's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual Card Feeder	LED lightpipe guide	No LED guides; manual card feeder bezel is optional	The ZC300 makes it much easier for users to insert single cards for on-demand printing. An LED lightpipe guides the user through the manual feeding process, the same way that automatic teller machines guide users through their interaction.
Ribbon Changing	New design that better protects the ribbon and is impossible to load incorrectly	Prior generation cartridge design that left the ribbon exposed	The ZC300 offers the easiest ribbon changes in the industry – there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly. And, the new ribbon cartridge better protects the ribbon.

Upgrade Opportunity: ZC300 vs. ZXP Series 3 (continued)

	Zebra ZC300	Zebra ZXP Series 3	Why Your Customer Cares
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NEXT GENERATION INDUSTRIAL DESIGN (CONTINUED)

User Interface	Graphical color LCD and three tri-color LEDs	16-character LCD	The ZC300 offers highly-intuitive well-tested icons, animations and status messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.
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"FITS EVERYWHERE" DESIGN

Dimensions (H x W x D)	Single-sided: 10.2 in. x 6.2 in. x 15.1 in. 258 mm x 157 mm x 383 mm Dual-sided: 10.2 in. x 6.2 in. x 18.4 in. 258 mm x 157 mm x 468 mm	9.3 in. x 7.9 in. x 14.5 in. 236 mm x 200 mm x 368 mm	The ZC300 offers a slimmer profile, lower clearance and smaller overall footprint to fit in the most possible places – including under a counter or shelf.
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Design	Sleek, modern, friendly design	Older product/look	Even though the ZC300 is built for business, it has the consumer good looks required to fit in customer facing areas, from the retail store to the hospital admission desk.
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Connectivity Options	Standard: USB, Ethernet, Options: 802.11ac Wi-Fi	Standard: USB Options: Ethernet	The ZC300 offers Ethernet as a standard feature, as well as a built-in Wi-Fi option, improving deployment flexibility and reducing costs. There's no need to run network cabling to printers.
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Upgrade Opportunity: ZC300 vs. ZXP Series 3 (continued)

	Zebra ZC300	Zebra ZXP Series 3	Why Your Customer Cares
			
CARD PRINTING CAPABILITIES			
Speed: YMCKO	200 cph (single) 140 cph (dual)	195 cph (single) 140 cph (dual)	The ZC300 prints slightly faster in color (single-sided).
Speed: Monochrome	900 cph (single) 450 cph (dual)	700 cph (single) 355 cph (dual)	The ZC300 prints nearly 30% faster in monochrome (single-sided).
Hopper Capacity: input/output	100/100	100/45	The ZC300's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding Options	Magnetic Stripe, third-party contactless encoder integration kit	Magnetic Stripe, contact/contactless encoder, third-party contact encoder integration kit	The ZC300 supports magnetic stripe and ZIP Pocket enables the integration of third-party contactless encoders that customers may already own. If your customers require HF contact encoding or contactless/contact encoding right out of the box, position the ZC350.

Upgrade Opportunity: ZC300 vs. ZXP Series 3 (continued)

	Zebra ZC300	Zebra ZXP Series 3	Why Your Customer Cares
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SOFTWARE DRIVER: EASE OF USE

Complete control over Ribbons	Yes – right out of the box	No	The ZC300 driver gives your customers complete flexibility to incorporate ribbon capabilities into card designs, and optimize image settings with a card preview screen.
Customizable	Yes	No	Since the ZC300 driver is easily customizable, you can present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	While drivers all offer the same set of information, we invested a lot of time determining the most intuitive way to present information. With the ZC300, workers can find the right information at the right time without sifting through many settings.

Upgrade Opportunity: ZC300 vs. ZXP Series 3 (continued)

	Zebra ZC300	Zebra ZXP Series 3	Why Your Customer Cares
			
SECURITY			
Locking options	Cover lock; Kensington lock slot	Cover lock; Kensington lock slot	The ZC300's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	No	The ZC300 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryptions	Yes AES government-grade security	No	With the ZC300, government-grade encryption protects the most sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	No	ZC300 dual-sided models offer a secure reject card bin to ensure that poorly printed cards are not accessible until retrieved.

Competition: Individual Product Fight Sheets

Fight Sheet: Evolis Primacy

Evolis Primacy Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, and ribbon changes
- Larger profile
- No manual feed
- Slower Wi-Fi
- No display on the standard model

Evolis Primacy Key Strengths

- Offers contactless/contact encoding (*Note: if customers require smart card encoding, position the ZC350*)
- Offers hologram effects (*Note: if customers require specialty ribbons/special effects, position the ZC350*)
- Supports 300x600 dpi and 300x1200 dpi alternative modes
- Supports USB 3.0



Fight Sheet: Evolis Elypso

Evolis Elypso Key Weaknesses

- Less innovative design: harder-to-use manual feed and ribbon changes
- Larger profile
- Slower YMCKO and monochrome printing
- Manual feed only
- Slower Wi-Fi
- No display

Evolis Elypso Key Strengths

- Offers contactless/contact encoding (*Note: if customers require smart card encoding, position the ZC350*)
- Offers hologram effects (*Note: if customers require specialty ribbons/special effects, position the ZC350*)
- Supports USB 3.0



Fight Sheet: Datacard SD260/SD360

Datacard SD260/SD360 Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes
- Larger profile
- Slower monochrome printing
- No Wi-Fi option
- Fewer security options
- Display is not color (text-based only)

Datacard SD260/SD360 Key Strengths

- Offers contactless/contact encoding
(Note: if customers require smart card encoding, position the ZC350)



Fight Sheet: HID Fargo DTC1250e

HID Fargo DTC1250e Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper and ribbon changes
- Larger profile
- No display
- No manual feed
- Slower monochrome printing
- Wi-Fi requires accessory
- Fewer security options

HID Fargo DTC1250e Key Strengths

- Faster advertised color printing speed
(Note: if print speed is important, position the ZC350)
- Offers contactless/contact encoding
(Note: if customers require smart card encoding, position the ZC350)



Fight Sheet: IDP Smart 50S and 50D

IDP Smart 50S and 50D Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, and ribbon changes
- Larger profile
- No manual feed
- Harder-to-use, 2-line display
- Slower monochrome printing
- No locking options

IDP Smart 50S and 50D Key Strengths

- Offers contactless/contact encoding
(Note: if customers require smart card encoding, position the ZC350)



Fight Sheet: Matica Espresso 2

Matica Espresso 2 Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes
- Larger profile
- No display
- No security features

Matica Espresso 2 Key Strengths

- Faster advertised color single-sided printing speed



Fight Sheet: Magicard Rio Pro

Magicard Rio Pro Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes
- Larger profile
- Slower color and monochrome printing
- No Wi-Fi option
- No security features

Magicard Rio Pro Key Strengths

- Offers contactless/contact encoding
(Note: if customers require smart card encoding, position the ZC350)
- Offers watermark and gold foil ribbons
(Note: if customers require specialty ribbons/special effects, position the ZC350)
- Optional 200-card input/200-card output hopper capacity



Fight Sheet: Magicard Rio Pro 360

Magicard Rio Pro 360 Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, and ribbon changes
- Larger profile
- Slower monochrome printing
- No Wi-Fi option
- No security features

Magicard Rio Pro 360 Key Strengths

- Offers contactless/contact encoding
(Note: if customers require smart card encoding, position the ZC350)
- Offers watermark and gold foil ribbons
(Note: if customers require specialty ribbons/special effects, position the ZC350)
- Optional 200-card input/70-card output hopper capacity
- Supports USB 3.0



Fight Sheet: Datacard CD800

Datacard CD800 Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, manual feed and ribbon changes
- Larger profile
- Harder-to-use 2-line display
- No Wi-Fi option
- Fewer security options

Datacard CD800 Key Strengths

- Faster advertised color and monochrome printing speeds (*Note: if print speed is important, position the ZC350*)
- Supports 300x600 dpi and 300x1200 dpi alternative modes
- Supports Open Card format
- Optional six-compartment input hopper



Fight Sheet: HID Fargo DTC1500

HID Fargo DTC1500 Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, and ribbon changes
- Larger profile
- No display
- No manual feed
- Slower monochrome printing
- No printer locking

HID Fargo DTC1500 Key Strengths

- Faster advertised color printing speed *(Note: if print speed is important, position the ZC350)*
- Offers contactless/contact encoding *(Note: if customers require smart card encoding, position the ZC350)*
- Offers watermark ribbon *(Note: if customers require specialty ribbons/special effects, position the ZC350)*
- Supports black panel scrambling to obscure data on used ribbons



Fight Sheet: HID Fargo DTC4250e

HID Fargo DTC4250e Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, and ribbon changes
- Larger profile
- Display is not color
- No manual feed
- Slower monochrome printing
- Wi-Fi requires accessory
- Fewer security features

HID Fargo DTC4250e Key Strengths

- Slightly faster advertised color printing speed (*Note: if print speed is important, position the ZC350*)
- Offers contactless/contact encoding (*Note: if customers require smart card encoding, position the ZC350*)
- Optional 200-card input/100-card output hopper capacity



Fight Sheet: IDP Smart 51S and 51D

IDP Smart 51S and 51D Key Weaknesses

- Less innovative design: harder-to-use card feeder, hopper, and ribbon changes
- Larger profile
- Harder-to-use, 2-line display
- No manual feed
- Slower monochrome printing
- No Wi-Fi option
- Fewer security features

IDP Smart 51S and 51D Key Strengths

- Offers contactless/contact encoding
(Note: if customers require smart card encoding, position the ZC350)
- Optional 200-card input/100-card output hopper capacity



Competition: Feature-to-Feature Comparison Charts

Feature-to-Feature Competitive Comparison Group 1

In the following chart, where appropriate, light blue shading indicates the best specification available for a specific feature. Competitive information is based on publicly available information.

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
						
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	247 mm x 205 mm x 487 mm	205 mm x 195 mm x 314 mm	224 mm x 175 mm x 539 mm (SD360)	348 mm x 201 mm x 224 mm	The ZC300 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest Footprint	Yes	No	No	No	No	
EASE OF USE						
Card Feed Thickness Gauge	Adjusts automatically to any card thickness 10 - 40 mil	Manual adjustment for card thickness required 10 mil - 50 mil	No gauge — manual feed only	Manual adjustment for card thickness required 10 - 37 mil	Manual adjustment for card thickness required 9 mil - 40 mil	The ZC300's card feeder that automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD (standard) and three tri-color LEDs	LEDs; optional color touch screen	LEDs; optional touch screen	LCD panel	Color changing status buttons	The ZC300 offers highly-intuitive well-tested icons, how-to animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.

Feature-to-Feature Competitive Comparison Group 1 (continued)

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
						

EASE OF USE - CONTINUED

Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	The ZC300 offers the easiest ribbon changes in the industry – there’s only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they’re inserting the ribbon correctly.
Output door design	Saloon-style doors that: <ul style="list-style-type: none"> • Enable one-step retrieval of any number of cards • Maximize output • hopper capacity • Save space 	Optional open output hopper doors that require users to lift cards to remove	Manual feed only — no separate input and output area. The same slot is used for input and output	No-door design that: <ul style="list-style-type: none"> • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements 	Users must open output hopper doors	The ZC300’s saloon-style doors deliver three benefits. 1: Card removal is easy — there’s no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual card feeder	Yes — with LED lightpipe guides	No	Yes	Yes	No	Only the ZC300 makes it simple with a lightpipe that guides them through the process, like an ATM machine.

Feature-to-Feature Competitive Comparison Group 1 (continued)

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
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SOFTWARE: DRIVER EASE OF USE

Complete control over ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	Comes in specific pre-defined color options	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.

Feature-to-Feature Competitive Comparison Group 1 (continued)

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
						
CARD PRINTING CAPABILITIES						
Sides	Single and dual-sided	Single and dual-sided	Single and dual-sided	SD260: single-sided SD360: single and dual-sided	Single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi standard; 300x600 dpi; 300x1200 dpi* (*monochrome only)	300 dpi standard; 300x600 dpi; 300x1200 dpi* (*monochrome only)	300 dpi standard; 300x600 dpi; 300x1200 dpi (SD360 only)	300 dpi	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	200 cph (single) 140 cph (dual)	190-225 cph (single) 140 cph (dual)	180 cph (single) 131 cph (dual)	200 cph (single) 155 cph (dual: SD360)	225 cph (single) 150 cph (dual)	The ZC300 offers among the fastest monochrome and color printing speeds in its class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	900 cph (single) 450 cph (dual)	800-1000 cph (single)	553 cph (single)	830 cph (single)	600 cph (single)	

Feature-to-Feature Competitive Comparison Group 1 (continued)

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
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CARD PRINTING CAPABILITIES- CONTINUED

Hopper capacity: input/output	100/100	100/100	Manual feed only	100/24 (SD260)	100/100	The ZC300's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding Options	Magnetic Stripe, Contactless (through 3rd party contactless Encoder)	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless, 3rd party contactless encoder	Magnetic Stripe, Contact, Contactless	The ZC300 supports magnetic stripe, and with ZIP Pocket, it's easy to integrate support for any 3rd party contactless encoders customers may already own. If your customers require HF contact encoding, position the ZC350.
Specialty ribbons	None	Hologram, clear varnish	Hologram, clear varnish	Scratch-off	None	If customers require specialty ribbons, position the ZC350

Feature-to-Feature Competitive Comparison Group 1 (continued)

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
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CONNECTIVITY

USB	USB 2.0 (Standard)	USB 3.0 (Standard)	USB 3.0 (Standard)	USB 2.0 (Standard)	USB 2.0 (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	802.11b/g on the wireless range	802.11b/g (Optional)	No	No (but Ethernet model supports optional wireless accessory)	Only the ZC300 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.

Feature-to-Feature Competitive Comparison Group 1 (continued)

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
						
SECURITY						
Locking option	Cover lock; Kensington lock slot (standard)	Locking system (optional); Kensington lock slot	Kensington lock slot	Kensington-style lock (SD360)	Not specified	The ZC300's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	No	No	No	No	Only the ZC300 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	Yes For Magnetic Stripe	Yes For Magnetic Stripe		No	With the ZC300, government-grade encryption protects sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	Standard Accessibility not specified Capacity: 30 cards	Optional Accessibility not specified Capacity: 30 cards	Not specified	Not specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.
Other					Resin Scramble (option)	

Feature-to-Feature Competitive Comparison Group 1 (continued)

	Zebra ZC300	Evolis Primacy	Evolis Elypso	Datacard SD260/360	HID Fargo DTC1250e	Why It Matters
						
TOOLS AND UTILITIES						
Software Development Kit	Development Kit MultiPlatform SDK: Windows C#/.Net, Java and Android	Evolis Premium SDK	Evolis Premium SDK	SDK for Windows	Not specified	With the ZC300, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	cardPresso XXS Lite	cardPresso XXS Lite	Third party software options	Swift ID embedded badging application	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support Tools	Print Touch	Evolis Print Center	Evolis Print Center	Not specified	FARGO Workbench Diagnosis Utility	Print Touch allows workers to tap the ZC300 Print Touch tag with an NFC capable mobile device to access how to and troubleshooting information.

Feature-to-Feature Competitive Comparison Group 2

In the following chart, where appropriate, light blue shading indicates the best specification available for a specific feature. Competitive information is based on publicly available information.

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why It Matters
						
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	195 mm x 170 mm x 510 mm (Smart 50D)	253 mm x 200 mm x 395 mm	250 mm x 220 mm x 470 mm	300 mm x 220 mm x 470 mm	The ZC300 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest Footprint	Yes	No	No	No	No	
EASE OF USE						
Card Feed Thickness Gauge	Adjusts automatically to any card thickness 10 - 40 mil	Manual adjustment for card thickness required 10 mil - 50 mil	Manual adjustment for card thickness required 20 - 50 mil	Manual adjustment for card thickness required 10 - 37 mil	Manual adjustment for card thickness required 9 mil - 40 mil	The ZC300's card feeder automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD (standard) and three tri-color LEDs	2-line LCD; 2 LED buttons	LEDs	LCD	LCD	The ZC300 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.

Feature-to-Feature Competitive Comparison Group 2 (continued)

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why It Matters
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EASE OF USE - CONTINUED

Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	The ZC300 offers the easiest ribbon changes in the industry – there’s only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they’re inserting the ribbon correctly.
Output door design	Saloon-style doors that: <ul style="list-style-type: none"> • Enable one-step retrieval of any number of cards • Maximize output hopper capacity • Save space 	No-door design that: <ul style="list-style-type: none"> • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Saves spaces 	Users must open output hopper doors	No-door design that: <ul style="list-style-type: none"> • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Requires more space 	No-door design that: <ul style="list-style-type: none"> • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Requires more space 	The ZC300’s saloon-style doors deliver three benefits. 1: Card removal is easy — there’s no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual card feeder	Yes — with LED lightpipe guides	No	Yes (option)	Yes	Yes	Only the ZC300 makes it simple with a lightpipe that guides them through the process, like an ATM machine.

Feature-to-Feature Competitive Comparison Group 2 (continued)

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why It Matters
						
SOFTWARE: DRIVER EASE OF USE						
Complete control over ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	No	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.

Feature-to-Feature Competitive Comparison Group 2 (continued)

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why It Matters
						

CARD PRINTING CAPABILITIES

Sides	Single and dual-sided	SD50S: single-sided SD50D: single and dual-sided	Single and dual-sided	Single and dual-sided	Single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi	300 dpi	Not specified	Not specified	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	200 cph (single) 140 cph (dual)	200 cph (single) 150 cph (dual)	Up to 260 cph (single)	156 cph (single)	200 cph (single)	The ZC300 offers among the fastest monochrome and color printing speeds in its class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	900 cph (single) 450 cph (dual)	720 cph (single)	Up to 850 cph (single)	600 cph (single)	750 cph (single)	

Feature-to-Feature Competitive Comparison Group 2 (continued)

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	MagiCard Rio Pro	MagiCard Rio Pro 360	Why It Matters
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CARD PRINTING CAPABILITIES - CONTINUED

Hopper capacity: input/output	100/100	100/40	100/80	100/70 200/200	100/70 200/70	The ZC300's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contactless (through 3rd party contactless Encoder)	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	The ZC300 supports magnetic stripe, and with ZIP Pocket, it's easy to integrate support for any 3rd party contactless encoders customers may already own. If your customers require HF contact encoding, position the ZC350.
Specialty ribbons	None	Scratch-off	Not specified	HoloKote watermarks; HoloPatch gold foil	HoloKote watermarks; HoloPatch gold foil	If customers require specialty ribbons, position the ZC350.

Feature-to-Feature Competitive Comparison Group 2 (continued)

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	Magicard Rio Pro	Magicard Rio Pro 360	Why It Matters
						
CONNECTIVITY						
USB	USB 2.0 (Standard)	USB (Standard)	USB 2.0 (Standard)	USB (Standard)	USB 3.0 (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Option)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	802.11b/g on the wireless range	Option — version not specified	No	No	Only the ZC300 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.

Feature-to-Feature Competitive Comparison Group 2 (continued)

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why It Matters
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SECURITY

Locking option	Cover lock; Kensington lock slot (standard)	Not specified	Not specified	Not specified	Not specified	The ZC300's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	Yes	No	No	No	Only the ZC300 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	SSL over Ethernet; encrypted over USB	No	No	No	With the ZC300, government-grade encryption protects the most sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	None specified	Standard Accessibility not specified Capacity: 90 cards	None specified	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.

Feature-to-Feature Competitive Comparison Group 2 (continued)

	Zebra ZC300	IDP Smart 50S and 50D	Matica Espresso 2	Magocard Rio Pro	Magocard Rio Pro 360	Why It Matters
						
TOOL AND UTILITIES						
Software Development Kit	MultiPlatform SDK: Windows C#/.Net, Java and Android		Yes	Not specified	Not specified	With the ZC300, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	Third party software options	Third party software options	Third party software options	Third party software options	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support Tools	Print Touch	Not specified	Matica Printer Manager	Not specified	Not specified	Print Touch allows workers to tap the ZC300 Print Touch tag with an NFC-capable mobile device to access how-to and troubleshooting information.

Feature-to-Feature Competitive Comparison Group 3

In the following chart, where appropriate, light blue shading indicates the best specification available for a specific feature. Competitive information is based on publicly available information.

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
						
PHYSICAL CHARACTERISTICS						
Dimensions (H x W x D)	258 mm x 157 mm x 383 mm (single-sided) 258 mm x 157 mm x 468 mm (dual-sided)	224 mm x 224 mm x 538 mm	249 mm x 234 mm x 475 mm	249 mm x 234 mm x 475 mm	210 mm x 165 mm x 498 mm (51D: dual-sided)	The ZC300 offers the slimmest profile and lowest clearance in its class to fit in the most possible places — including under a counter or shelf.
Smallest footprint	Yes	No	No	No	No	
EASE OF USE						
Card feed thickness gauge	Adjusts automatically to any card thickness 10 - 40 mil	Manual adjustment for card thickness required	Manual adjustment for card thickness required 9 - 40 mil	Manual adjustment for card thickness required 9 - 40 mil	Manual adjustment for card thickness Required 15 - 40 mil	The ZC300's card feeder that automatically adjusts to the thickness of each card, so users no longer have to adjust for different card stocks.
User Interface	Graphical color LCD (standard) and three tri-color LEDs	2-line LCD	LEDs	Graphical LCD (not color)	2-line LCD; two LED buttons	The ZC300 offers highly-intuitive well-tested icons, animations and text-based messages in 10 languages to allow any user to easily understand what the printer needs and how to perform virtually any function.

Feature-to-Feature Competitive Comparison Group 3 (continued)

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
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EASE OF USE - CONTINUED

Fool-proof ribbon changing	Ribbon cartridge Impossible to load incorrectly with one-way insertion point	Ribbon spool Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	Ribbon cartridge Multiple ways to insert that could be wrong	Ribbon spool Multiple ways to insert that could be wrong	The ZC300 offers the easiest ribbon changes in the industry — there's only one way to insert the ribbon and an innovative door-handle cartridge grip. Users will never wonder if they're inserting the ribbon correctly.
Output door design	Saloon-style doors that: <ul style="list-style-type: none"> • Enable one-step retrieval of any number of cards • Maximize output hopper capacity • Save space 	No-door design that: <ul style="list-style-type: none"> • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Saves space 	Users must open output hopper doors	Users must open output hopper doors	No-door design that: <ul style="list-style-type: none"> • Requires users to lift cards to remove • Reduces output hopper capacity due to clearance requirements • Saves space 	The ZC300's saloon-style doors deliver three benefits. 1: Card removal is easy — there's no door to open or hopper walls that require lifting of cards. 2: Elimination of hopper walls and the related clearance requirement enables a major increase in hopper size. 3: No need to allow room on the desk to accommodate open doors.
Manual card feeder	Yes — with LED lightpipe guides	Yes	No	No	No	Only the ZC300 makes it simple with a lightpipe that guides them through the process, like an ATM machine.

Feature-to-Feature Competitive Comparison Group 3 (continued)

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
						

SOFTWARE: DRIVER EASE OF USE

Complete control over ribbons	Yes — right out of the box	No	No	No	No	Gives your customers complete flexibility to incorporate ribbon capabilities into card designs and optimize image settings with a card preview screen.
Customizable	Yes	No	No	No	No	Allows you to easily present different types of workers with the specific settings they need to do their jobs, preventing accidental changes that could impact card production.
Intuitive, readily accessible presentation of information	Yes	Yes	No	No	No	While all drivers offer the same basic settings, we invested a lot of time determining the most intuitive way to present information, eliminating the need to sift through many settings.

Feature-to-Feature Competitive Comparison Group 3 (continued)

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
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CARD PRINTING CAPABILITIES

Sides	Single and dual-sided	Single and dual-sided	Single and dual-sided	Single and dual-sided	51S: single-sided 51D: single and dual-sided	Products in this class offer a dual-sided printing option.
Resolution	300 dpi	300 dpi standard; 300x600 dpi; 300x1200 dpi	300 dpi	300 dpi	300 dpi	Some competitive devices position 300x600 dpi and 300x1200 dpi print modes as an advantage. In reality, 300x600 and 300x1200 provide a minimally noticeable improvement in image quality, with a substantial reduction in print speed.
Speed: YMCKO/K	200 cph (single) 140 cph (dual)	220 cph (single) 165 cph (dual)	225 cph (single) 150 cph (dual)	225 cph (single) 150 cph (dual)	212 cph (single) 164 cph (dual)	The ZC300 offers among the fastest monochrome and color printing speeds in its class combined with other innovative design features that boost productivity and ease of use.
Speed: Monochrome	900 cph (single) 450 cph (dual)	Up to 1000 cph (single)	600 cph (single)	600 cph (single)	720 cph (single)	

Feature-to-Feature Competitive Comparison Group 3 (continued)

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
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CARD PRINTING CAPABILITIES - CONTINUED

Hopper capacity: input/output	100/100	100/25 (optional 6-compartment input hopper)	100/80	100/100 200/100 (optional)	100/40 200/100 (optional)	The ZC300's input and output hoppers have the same capacity, reducing the need to refill and empty the hoppers.
Encoding options	Magnetic Stripe, Contactless (through 3rd party contactless Encoder)	Magnetic Stripe	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	Magnetic Stripe, Contact, Contactless	The ZC300 supports magnetic stripe, and with ZIP Pocket, it's easy to integrate support for any 3rd party contactless encoders customers may already own. If your customers require HF contact encoding, position the ZC350.
Specialty ribbons	None	None	Custom watermark	UV ribbon	Scratch-off	If customers require specialty ribbons, position the ZC350*

Feature-to-Feature Competitive Comparison Group 3 (continued)

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
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CONNECTIVITY

USB	USB 2.0 (Standard)	USB 2.0 (Standard)	USB 2.0 (Standard)	USB (Standard)	USB (Standard)	USB 3.0 connectivity on the printer offers no performance or reliability benefits. The USB 3.0 specification dictates that printers with USB 2.0 connectivity ports can operate with USB 3.0 PCs without any issues.
Ethernet	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Standard)	Yes (Optional)	Standard Ethernet connectivity increases flexibility and printer usage; anyone has access to print cards without a direct connection.
Wi-Fi	802.11ac with MFi (Optional)	No	Option — version not specified	Wi-Fi accessory	No	Only the ZC300 offers a built-in 802.11ac Wi-Fi option for the fastest Wi-Fi speeds available.

Feature-to-Feature Competitive Comparison Group 3 (continued)

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
						
SECURITY						
Locking option	Cover lock; Kensington lock slot (standard)	Not specified	No	No	Input hopper and ribbon lock (optional); Kensington lock slot (optional)	The ZC300's cover lock prevents the theft of card stock, as well as prevents unauthorized users from accessing the ribbon. Authorized personnel can dispose of the used ribbon using secure document handling services.
Printer-to-Host Authentication	Yes	No	Yes	No	No	The ZC300 offers printer-to-host authentication to prevent printing from unauthorized applications or devices.
Data encryption	Yes AES government-grade security	No	Yes AES government-grade security	Yes	No	Government-grade encryption protects sensitive data during printing, such as account numbers.
Reject card bin	Standard (dual-sided) Secure Capacity: 10 cards	Standard on 2-sided model Accessibility and capacity not specified	None specified	Standard Accessibility not specified Capacity: 100 cards	None specified	Improves security by ensuring poorly printed cards are not accessible until they are retrieved.

Feature-to-Feature Competitive Comparison Group 3 (continued)

	Zebra ZC300	Datacard CD800	HID Fargo DTC1500	HID Fargo DTC4250e	IDP Smart 51S and 51D	Why It Matters
						

TOOLS AND UTILITIES

Software Development Kit	MultiPlatform SDK: Windows C#.Net, Java and Android	Not specified	Not specified	Not specified	Not specified	With the ZC300, one kit supports Android, Java and Windows environments. Customers can easily build card-printing apps with complete control over print and encode functionality from Windows, Linux, Mac OS and Android environments.
Card Design Software	CardStudio compatible	Third party software options	Swift ID embedded badging application	Swift ID embedded badging application	Third party software options	CardStudio is simple-to-learn and feature-rich card design software that makes it easy to design loyalty cards, gift cards, ID cards and more.
Support Tools	Print Touch	Not specified	FARGO Workbench Diagnosis Utility	FARGO Workbench Diagnosis Utility	Not specified	Print Touch allows workers to tap the ZC300 Print Touch tag with an NFC capable mobile device to access how-to and troubleshooting information.

Thankyou