



Introducing the New I-Class Mark II

What is the new product?

We are introducing a new I-Class *Mark II* printer that is based on our existing I-Class printers but with significant improvements to both hardware and software.

When will the new product be available?

Customers can place orders for the New I-Class *Mark II* on March 20, 2012.

Is the new product backward compatible?

The new I-Class *Mark II* is backward compatible to the I-Class with the following exceptions:

- 400 DPI model is not offered. 600 DPI is the replacement model.
- Serial port is a 9-Pin connector instead of the 25 Pin connector
- Linear Scanner option is not offered. It is available only in H-Class.
- RFID option is not offered.
- MCL software applications are not supported with the new I-Class *Mark II*

How will the Configuration IDentification numbers change?

The CIDs for the new I-Class *Mark II* printers are all constructed in the same way with thirteen (13) digits that identify exactly what the customer is ordering. Refer to the transition guide for detailed CID transition instructions.

Can the new I-Class Mark II be used to replace other competitive products in the market place?

Yes. Emulation capabilities enable us to replace competitive printers. The current I-4208 does not support emulations. I-Class *Mark II* will be offered with Zebra PL-Z and Intermec PL-I emulations with an AutoDetect feature that enables our printers to automatically detect the language used in present environment.

Does the new product cost more?

Yes. The new I-Class *Mark II* is priced as little as \$70 more than the present list price of a comparable I-Class model with significantly more features and benefits



Is there a performance improvement with the new I-Class Mark II printer?

Yes. I-Class *Mark II* performs better than our main competition Zebra's ZM400 in all performance categories.

What is OPTIMedia feature of the new I-Class Mark II?

OPTIMedia feature is new to the I-Class *Mark II*. The printer will automatically switch to appropriate heat and speed settings when certain Datamax-O'Neil supplies are loaded. This eliminates wasting of test labels and makes it easy for customers to get optimal print quality.

Does the new I-Class Mark II have IntelliSEAQ printheads?

Yes. IntelliSEAQ printheads are offered with I-Class *Mark II* with printhead status and report capabilities that I-Class does not offer. These printheads consume 12 to 20% less energy depending on print density.

Is USB communication standard with new I-Class Mark II?

Yes. I-Class *Mark II* is offered with USB as a standard feature. It is an optional feature with I-Class. Serial and Parallel ports are also offered as a standard feature, providing customers with a variety of choices.

Do you offer Ethernet LAN 10/100 for the new I-Class Mark II?

Yes. I-Class *Mark II* is offers the optional Ethernet LAN 10/100. The LAN (Ethernet) port allows for network connectivity, sharing and management. LAN connectivity provides more efficient use of the printer.

Does the new I-Class Mark II support security protocols for the W-LAN option?

Yes. I-Class *Mark II* is offered with 802.11 a/b/g W-LAN option with WPA2 security protocol, which is not offered with the present I-Class.



Are there any new optional communication ports for the new I-Class Mark II?

Yes. I-Class *Mark II* is offered with optional USB host ports, SDIO and GPIO applicator card kit.

- USB host ports allow for connecting and hosting input devices like scanners, keyboards, and memory sticks. This allows the printer to be used in a standalone application eliminating the need for a computer.
- SDIO Memory Option provides a removable memory option for the printer. This memory may hold labels, fonts, firmware and graphics. The user can use this memory to transfer these types of files to the printer's internal memory or leave the memory inserted for real time access to the SDIO memory files.
- The GPIO (applicator card) signal provides the Applicator (external device) the ability to control the printer using TTL logic to convey information such as when to print a label and reporting printer faults.

Does the new I-Class Mark II have more Memory?

Yes. Customers expect the printer to have enough memory to operate all available functions offered on the printer. Present I-Class offers 1MB Flash with 8MB DRAM. The new I-Class *Mark II* has 64MB Flash with 32MB DRAM.

Does the new I-Class Mark II have Bi-Directional thermal transfer?

Yes. Present I-Class is offered with coated side-in or coated side-out as an option. I-Class *Mark II* is offered with Bi-Directional thermal transfer.

Does the new I-Class Mark II have a larger media window?

Yes. The media window on the I-Class *Mark II* is much larger than I-Class with improved visibility to make it easier for customers to see when media or ribbon is running low.

Does the new I-Class Mark II have Graphical Display?

Yes. The text display on the I-Class has been replaced with a 7-button 128x64 LCD graphical backlit display that is easy to read, enabling user friendly label configuration.

Are there any software changes for the new I-Class Mark II?

Yes. I-Class *Mark II* is offered with the NETira configuration tool that replaces the DMXconfig and NETira Label Design software as a standard offering to reduce setup time.

Does the new I-Class Mark II series have a new look?

Yes. The aesthetic design coupled with all the new features listed above makes the new I-Class *Mark II* the best printer offered in the mid level industrial bar code printer category.