Versatile Stand-alone Tag & Label Printing Solution for in-store Retail Applications



DR3e

INDUSTRY VERTICALS

- Retail
- Hospitality & Entertainment
- Transportation

APPLICATIONS

- Label & Tag Price Marking and Markdown
- Baggage Tagging
- Ticketing
- Apparel Tagging

ACCESSORIES



Keypad

- Graphical LCD display, alphanumeric and function keys.
- SD card-supported.
- User conveniently keys in variable data and sends it to printer.
- Enables stand-alone printing.



Stacker

- Enables neat stacking of printed tags after printing and cutting.



Dispenser

- Simplifies separation of labels from a backing paper for immediate label application.



Cutter

- Precisely cuts individual labels and tags.
- Allows continuous printing and cutting of labels and tags.



Rewinder

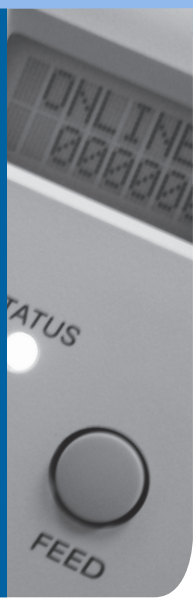
- Rewind capacity accommodates label rolls OD of up to about 70mm or 2.758"
- Ideal for batch printing applications.

Stand-alone printing solution – No PC required
Manage label printing using the keypad

Speed and quality printing

Specially-designed accessories (cutter & stacker) for convenient on-demand printing

Accommodates large label rolls



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General Specifications

DR3e

PRINTER MODEL		DR308e
PRINTING SPECIFICATIONS		
Print Method		Direct Thermal/Thermal Transfer
Print Resolution		8 dots/mm (203dpi)
Max Print Speed		127mm/sec (5ips)
Max Print Area (Width)		80mm, 3.15”
Max Print Area (Pitch)		181mm, 7.13”
MEDIA SPECIFICATIONS		
Sensor Type		Reflective Sensor (for use with pre-printed marks) See-Through Sensor (for die-cut labels with gaps and tags with center or side holes) Jump hole Sensor (for tags with jump hole)
Media Size		Standard Tag • Width: 32mm ~ 80mm, 1.26” ~ 3.15” • Pitch: 25mm ~ 181mm, 0.99” ~ 7.13” Standard Label • Width : 29mm ~ 77mm, 1.14” ~ 3.03” (including backing paper 32mm ~ 80mm, 1.26” ~ 3.15”) • Pitch : 16mm ~ 178mm, 0.63” ~ 7.01” (including backing paper 19mm ~ 181mm, 0.75” ~ 7.13”)
Media (Thickness)		0.070 ~ 0.280mm, 0.003’’ ~ 0.011’’
Media Roll Size		Outer Diameter Max 250mm, 9.84” (Paper core size : 38.1mm, 101.60mm, 1.5”, 4”)
Ribbon	Width	Max: 84mm, 3.31”
	Length	Max: 300m, 984.25ft (varies on ribbon type)
	Winding Direction	Face-in
	Winding Method	Paper core
MEMORY/PROCESSING		
Main Memory		Flash-ROM: 8MB
CPU		32 bit RISC
COMMUNICATION INTERFACES		
Plug-in Interface Cards		RS-232C (High-speed), IEEE 1284 , LAN or USB
Command		SBPL
Other Interfaces (standard)		External Port connector, RS-232C D-SUB9 pins (exclusively for Keypad)
FONTS/BARCODE SYMBOLOGIES		
Standard Fonts		XU, XS, XM, XB, XL, OCR-A, OCR-B, Price, POP1, POP2, POP3
Barcodes	1D Barcode	UPC-A/E, JAN/EAN, CODE 39, CODE 93, CODE 128, GS1-128 (UCC/EAN128), CODABAR (NW-7), Interleaved 2 of 5, Industrial 2 of 5, Matrix 2 of 5, MSI, BOOKLAND, POSTNET, GS1 DataBar
	2D Barcode	QRCode (including Micro QR), PDF 417 (including Micro PDF417), MaxiCode , GS1 Data Matrix (ECC200)
Composite Symbols		GS1 DataBar Composite (CC-A/CC-B), GS1 DataBar Truncated Composite (CC-A/CC-B), GS1 DataBar Stacked Composite (CC-A/CC-B), GS1 DataBar Stacked Omni-Directional Composite (CC-A/CC-B), GS1 DataBar Limited Composite (CC-A/CC-B), GS1 DataBar Expanded Composite (CC-A/CC-B), GS1 DataBar Expanded Stacked Composite (CC-A/CC-B), UPC-E Composite (CC-A/CC-B), EAN-13 Composite (CC-A/CC-B), EAN-8 Composite (CC-A/CC-B), GS1-128 Composite (CC-A/CC-B/CC-C)
OPERATING & ENVIRONMENTAL		
Power Supply Voltage		Input voltage : AC100V-240V +/-10% (full range) Rated voltage : AC100V-240V (full range)
Power Consumption		Max: 107VA / 104W (Standby: 26VA / 24W)
Dimensions		211mm (W) x 350mm (D) x 240mm (H), 8.31”(W) x 13.79” (D) x 9.46” (H)
Weight		Approx. 8kg
Temperature / Humidity		Usage Environment: 5 ~ 400C / 30 ~ 80% (No condensation) Storage Environment: -5 ~ 600C / 30 ~ 90% (No condensation)
Regulatory Approvals		Noise Regulations : FCC15B Class B, CE (EN55022), EN55024 , CCC, MIC Safety Standards : UL60950-1 (2001), IEC/EN60950-1, CCC Other Standards : RoHS compliant
ACCESSORIES & OPTIONS		
Options		Cutter, Stacker, External Rewinder, Dispenser, Keypad, Calendar IC

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