PERSOMASTER Pro
Banking Card Personalization System

Atlantic ZEISER

a **coesia** company
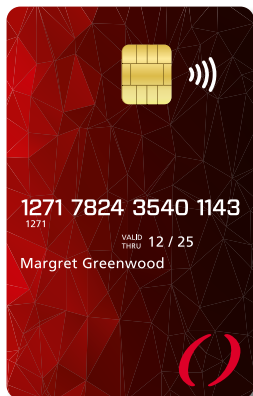
PERSOMASTER Pro
REDUCE YOUR CARD PERSONALIZATION COSTS WHILE IMPROVING DURABILITY AND DESIGN FLEXIBILITY

- Unprecedented flexibility for the design and positioning of personalized data
- High-resolution graphic personalization in black, white and color – using latest ProFlo inkjet technology
- In-house developed inks for sharper results (deep black, opaque white, crispy CMYK)
- Lowest cost per card

- 4 times greater durability than thermal transfer
- Perfectly suited for daily work and for re-issuance peaks
- Full rainbow deck capabilities
- Perfectly integrates with EMV personalization software

SEAMLESS RAINBOW DECK PROCESSING

Rainbow deck processing allows combining personalization orders consisting of a wide variety of card products requiring different setup configurations to one production batch. This batch is seamlessly processed in one go without stopping the personalization system.

PERSOMASTER Pro with its innovative software design for the machine workflow, printer and camera efficiently processes rainbow decks.

PERSOMASTER Pro
ELIMINATE THERMAL TRANSFER COSTS AND AVOID ABRASION-PRONE EMBOSSING FOR BANKING CARD PERSONALIZATION

PERSOMASTER Pro is the next generation personalization system for the cost-effective production of any payment card: debit, credit, prepaid, etc. The modular and highly flexible system incorporates the advantages of monochrome black/white and color drop-on-demand (DoD) inkjet printing technologies. DoD printing is the proven replacement for existing legacy technologies such as thermal transfer or embossing/topping. Issuers and personalization bureaus benefit from more durable and long-lasting personalized cards at reduced costs. DoD printing has been approved by all major payment schemes including MasterCard, VISA and American Express.

PERSOMASTER Pro is equipped with the latest OMEGA ProFlo inkjet printer, an enhanced version of its successful OMEGA Pro printer. The OMEGA ProFlo's advanced ink circulation technology with active nozzle cleaning effortlessly supports highly pigmented inks. Faster with fine printed details, easy to operate, with lower maintenance efforts, and with reduced start-up time, the OMEGA ProFlo is Atlantic Zeiser's newest printer – designed to get the job done, inline.

PERSOMASTER Pro revolutionizes the economic personalization of flat cards – covering the whole spectrum of print runs, from rainbow decks with small batches to peaks with several million cards. Thanks to its rainbow deck capability, PERSOMASTER Pro can also process many small, very different orders in one production batch – seamlessly and without any interruptions.

The system processes up to 3,000 [1] cards per hour with significantly lower cost for consumable, compared to alternative solutions.

PERSOMASTER Pro makes it possible to use the advantages of the highly abrasion-resistant DoD personalization and color printing technology for an even wider range of production runs.

[1] Production speeds can vary depending on machine configuration, card and job type.

Input

Magnetic Encoding

Chip Programming

OMEGA ProFlo Drop-on-Demand Inkjet Printing

Print Verification

Label Application

Flipping

SYSTEM MODULARITY

Powerful and flexible platform that can be easily configured with different system modules to handle specific applications.

INPUT

- Reloading of cards without stopping
- Feeding process prevents scratching of card surfaces; processing of glossy cards possible
- Optional extension kit for processing of metal cards available

MAGNETIC ENCODING

- Three-track HiCo and LoCo ISO encoding
- High precision encoding with the card in a static position
- Extension kit for JIS2 encoding available as factory option

CHIP ENCODING

- High-speed encoding of contact, contactless or dual interface cards
- Scalable number of chip programming heads (up to 21)
- Industrial standard readers allow easy integration into existing customer infrastructure
- All heads are equipped with antennas and contact pins

PRODUCT ID VERIFICATION

- VERICAM Pro camera verification to check correct preparation of rainbow decks
- Card orientation verification
- Fast setup, no layout parameters required for teach-in
- X/Y print registration function for precise positioning of personalized content

PLASMA TREATMENT

- Plasma unit for better adhesion and print quality on challenging substrates

OMEGA PROFLO DOD PRINTING

- Robust deep black or opaque white graphical DoD personalization
- Vivid color DoD printing
- Superior abrasion resistance and adhesion to a wide variety of card materials and surfaces
- 600 dpi high-resolution for ultra-compact printing of 2D/QR and bar codes
- Atlantic Zeiser inks for high contrast, graphical resolution and superior durability

AUTOMATED CLEANING

- Highest level of production yield due to fully automated cleaning
- Minimum operator interaction
- Minimized down time

UV CURING

- Air-cooled LED curing
- Maintenance-free, no liquid coolant
- Increased productivity with instant on/off

AZ PRINT ENGINE

- On the fly RIPing
- Full data driven operation without impacting machine performance
- Data driven change-over between black, white and color printing supported

VERICAM PRO PRINT VERIFICATION

- 100% OCV (Optical Character Verification), 1D/2D code reading
- Secure print verification independent of card backgrounds

PRE-PRINTED AND PRINT-ON-DEMAND LABELING

- Inline application of pre-printed activation labels
- Handles a wide variety of label dimensions
- No tooling required for different label sizes
- Print-on-demand label application to apply blank white labels and personalize it on the fly

FLIPPING AND BUFFER

- Allows inline processing of both card faces at full speed
- Reduced reject rates due to the buffer design allowing emptying of upstream modules during a downstream stop

OUTPUT STACK SORTING

- Allows card-only production
- Cards can be unloaded without stopping the machine
- Automatic change of magazines

CONTROL PC AND DATA MANAGEMENT

- Full rainbow capabilities
- Intuitive user interface
- Windows based
- Handles a wide variety of file formats

OPEN DLL INTERFACE

- Customer-based interfacing with external data sources
- Easy integration with external chip personalization platforms
- No digital signatures required for customer-developed DLLs

EMV BANKING PERSONALIZATION SOFTWARE

- Independent solution supporting a wide variety of different personalization machine models from various vendors
- Supports a wide variety of chip vendors
- Handles both global platform and proprietary EMV cards
- Offers one-step data preparation requiring less hardware using the same server hosting both data preparation and personalization
- Alternatively EMV data preparation in batch mode
- Modular architecture

MAILING

Atlantic Zeiser offers a stand-alone mailing system: the MAILMASTER

Technical Specifications	PERSOMASTER Pro		
Card Formats	ID-1/CR80 format according to ISO/IEC 7810		
	Thickness:	0.76 mm	30 mil
	Length:	85.6 mm	3.37 inches
	Width:	54 mm	2.13 inches
Production Speeds*	Up to 3,000 cards/hr – max. speeds can be higher or lower, depending on machine configuration, card and job type		
Dimensions	Length:	dependent on configuration	
	Width:	dependent on configuration	
	Height:	1,815 mm	71.5 inches
Power Supply	400VAC ±10% / 50 or 60Hz / three phases + N + PE		
Power Consumption	Dependent on configuration		
Ambient Temperature	15 – 30°C		
Relative Humidity	40 – 60% at 25°C – non-condensing		
Compressed Air Supply	7 bar positive air, clean and dry		
Air Consumption	Dependent on configuration		
Exhaust	Dependent on configuration		

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Coesia's companies are leaders in the sectors of:
• **Advanced automated machinery and packaging materials**
• **Industrial process solutions**
• **Precision gears**

Coesia's customers are leaders in a wide range of market sectors, including Aerospace, Ceramics, Consumer Goods, Electronics, Healthcare, Luxury Goods, Pharmaceutical, Racing & Automotive and Tobacco.

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