



Pictura™ 310 ds

digital label & decal press

¥ Create labels and decals of any shape, size, color and intricacy

¥ Printing and cutting are combined into one simple process

¥ Professional-quality Pantone Color Matching available

¥ Ideal for printing package labels with UPC/EAN codes

Pictura™ 310 ds

digital label & decal press

S P E C I F I C A T I O N S :

Print Methods	Three modes: (1) continuous-tone, 24-bit color dye-sublimation, (2) resin thermal spot and process color, and (3) resin/wax thermal spot color
Resolution	300 x 300 dpi
Colors	Up to 16.7 million continuous-tone and dithered colors
Print Speeds	Dye-Sublimation (CMYO): 6 minutes/page Resin Thermal (CMY): 3 minutes/page Resin or Resin/Wax Thermal (spot): 1.5 minutes/page
Ribbons	Dye-Sublimation (CMYO): 50 prints/roll Resin Thermal (CMY): 50 prints/roll; 21 spot colors £200 prints/roll Resin/Wax Thermal: 13 spot colors £ 200 prints/roll
Substrates	Dye-Sub Adhesive-Backed Receiver: White Paper: White, Gloss and Matte Vinyl: White and Clear Polyester: White, Silver, Gold, Silver Matte
Page Size	12" x 20" (305mm x 508mm)
Maximum Image Area	11.71" x 17.3" (297mm x 439mm)
Dimensions	18"W x 13.5"H x 15.75"D (32.25"D with paper tray installed); 45.7cmW x 34.3cmH x 40cmD (82cmD with paper tray installed)
Weight	71 lbs. (32 kg)
Languages	Windows 95 (native 32-bit spooler)
Standard Interfaces	Centronics-ECP type parallel
System Requirements (Recommended)	Pentium II 233Mhz or higher, 64MB RAM or higher, ECP parallel port with DMA channel, 1GB free hard drive space
Power	100/110-120/220-240 VAC, 50/60 Hz
Approvals	Safety: UL1950, TUV-GS (IEC950) EMC: FCC Class A, CRC c1374 Class A, CISPR 22-B, TUV-EMC CE: Self-certified based on IEC 801-2-3-4, CISPR 22-B and IEC 950 certification
Options	FotoMUG! Starter Kit T-Shirt Transfer Paper Spare Paper Tray Spare Ribbon Cartridge Printer Cleaning Kit

PRIMERA
TECHNOLOGY, INC.

Two Carlson Parkway North, Plymouth, MN 55447-4446 U.S.A.
1-800-797-2772 (U.S. and Canada only) or (612) 475-6676 FAX: (612) 475-6677
World Wide Web: <http://www.primeratechnology.com>
E-mail: sales@primeratechnology.com

PRIMERA
TECHNOLOGY EUROPE™

operated under license by: **DTM**
COMPUTERSYSTEME
Fritz-Ullmann-Straße 13, 55252 Mainz-Kastel, Germany
Telefon: +49-(0)700-77463720 Fax: +49-(0)700-77463723
E-mail: sales@primeraeurope.de

DTM operates as PRIMERA TECHNOLOGY EUROPE™ under license from PRIMERA TECHNOLOGY, INC.
This data sheet is for informational purposes only. Primera Technology makes no warranties, expressed or implied, in this summary. Some company and product names and data used in sample output are fictitious. Specifications are subject to change without notice. Digital DieCut, PrimaColor and PressPrint are trademarks and Primera is registered trademark of Primera Technology, Inc. All other trademarks are property of their respective companies.

©1999 Primera Technology, Inc. All rights reserved. SL200115K-REV 9808.



Pictura™ 310 ds

digital label & decal press

Print and Cut
Your Own Full-Color
Labels and Decals
In Any Size
or Shape!

Pictura™ 310 ds

digital label & decal press

Unlimited Design and Printing Options

A world of production possibilities are at your fingertips with the new Pictura 310ds Digital Label & Decal Press. With Pictura 310ds, you can print and cut labels or decals in any color, size or shape – directly from your desktop computer! This innovative press works automatically, printing and cutting in one simple, unattended process.

Innovative Technology Ensures Professional-Quality Results

Pictura 310ds utilizes our advanced resin thermal and dye-sublimation ribbon-based printing technologies to fuse images permanently onto the print media through heat and pressure. The results are as impressive as the technology itself – detail is sharp, and colors are bright and vibrant.

Our RasterText™ image enhancement feature allows Pictura 310ds to print text as small as 6 points with incredible clarity. Variable information such as serial numbers can also easily be inserted into each label printed. And for your packaging needs, Pictura 310ds prints high-quality, scannable bar codes directly onto any type of label.

The innovative technology of the Pictura 310ds assures that all of your labels and decals are produced with immaculate, photo-quality detail!

Automatic Built-In Die-Cutting

With Pictura 310ds' exclusive Digital DieCut™ technology, printing and precision die-cutting are incorporated into one easy, time-saving step. The built-in cutting process is simple to initiate – just import the label design, and select a cut format. Choose a standard “die cut” design (square, rectangle, triangle or circle) or a “contour cut” that precisely outlines the image. Once the format has been selected, Pictura 310ds automatically cuts the labels to fit your specifications. Now you can produce full-color labels and decals, in any size or shape, in just minutes!

Print On Paper, Polyester or Vinyl

With Pictura 310ds, you can choose from a wide variety of label and decal substrates, including: paper, vinyls and even white, silver or gold polyesters. Simply call to order any printing materials and matching ribbons that you need.

Pantone® Color Matching for Accurate Colors

With its unique ribbon-based print system, Pictura 310ds allows you to match and produce virtually any Pantone color on a wide variety of substrates. Pictura 310ds also incorporates our easy-to-use PrimaColor™ software to assure brilliant, accurate color matching for your full-color photographic images. From one-color to full process-color jobs, you're assured of quality that exceeds your expectations every time.

Unlike other digital presses, Pictura 310ds uses a paneled ribbon system which prints process and spot colors automatically – so you get convenient, hands-free printing! Since there's no need for ribbon changes between colors, simply set up your job and walk away. Our paneled dye-sublimation ribbons even include a built-in clear overlaminate to protect against abrasion and fading.

PressPrint™ Software Makes Production Simple

Pictura 310ds is operated with our powerful PressPrint software, developed specifically for label and decal converting. This easy-to-use program allows you to import customer files, multiply images, print, and die-cut automatically.



Pictura 310ds' built-in Digital DieCut technology makes precise die-cutting easy.



Attention Professional Printers!

Pictura 310ds is the ideal solution for flexo, offset, screen or “quick” printers who are looking to build new profits on short-run printing jobs. This revolutionary new digital press:

- Generates profitable short-runs
- Eliminates artwork, film, dies, inks, make-ready, and clean-up
- Frees up flexo offset, letterpress and screen printing equipment for longer runs
- Produces continuous-tone, photo-quality printing with no dithering or screen patterns

Primera Technology – People Who Innovate™

The people behind Primera Technology, Inc. have a rich heritage of developing innovative printing technologies for a wide range of industries. Previously marketed under the FARGO brand name, our products deliver a high degree of customer value. With years of experience and a cutting-edge creative vision, we are committed to providing our customers with exciting breakthrough products such as the new Pictura 310ds.



Create Your Own Full-Color Labels and Decals – Order Pictura 310ds Today!