



DCS & Labelling Worldwide

# Stand-a-lone Barcode Printer

## DR300

Optional accessories



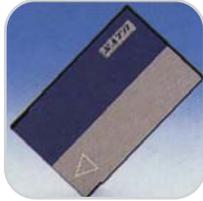
Touch Screen Unit



Rewinder Unit



Cutter Unit



IC Card



Dispenser Unit



Touch Scanner



Stacker Unit



Pen Scanner



Cassette Rewinder



Full Keyboard

## Touch-Screen with 10-Key-Pad controller gives ease of operation & better productivity

This retail printer has stand-a-lone feature, which means you do not need a separate computer to design your labels & tags. The optional user-friendly Touch-Screen with 10-Key-Pad controller gives ease of operation & better productivity. With the Enhanced ROM, the DR300 is now capable of calculating Discount, GST/VAT and Unit Item Price. With an optional memory card, it can store up to 2800 sets of pre-set data.



# DR300

## General Specifications:



The Expert's choice in  
Retail and Specialty  
In-Store Applications

		DR300
<b>Print Method</b>		Direct Thermal / Thermal Transfer
<b>Print Resolution</b>		203dpi (8dppm)
<b>Max. Print Area</b>		W80mm x L178mm (W3.15" x L7")
<b>Print Speed</b>		100, 125, 150mm/sec (3.94, 4.92, 5.91 ips)
<b>Print Mode</b>		Continuous, Tear Off
<b>Media Type</b>		Roll, Die-Cut Label with Gap, Direct Thermal, Pre-printed Label with Black Mark, Tags
<b>Media Size</b>	Width	32 - 80mm (1.26" - 3.15")
	Length	19 - 181mm (0.75" - 7.13")
	Thickness	0.1 - 0.26mm
<b>Media Roll Size</b>	Outer Diameter	250mm (9.84")
	Inner Diameter	40mm (1.57") or 101.6mm (4")
<b>Sensor Type</b>		See through sensor (Gap), Reflective (I-Mark), Tag hole
<b>Processor</b>		32-Bit RISC
<b>Interface Choices</b>		RS232C, EXT
<b>Barcode Symbologies</b>	Elementary	UPC-A/E, EAN-8, EAN-13, NW-7, Interleaved 2/5 (ITF), CODE 39, CODE 128, UCC/EAN 128, Bookland
	2-D	(Online Printing Only) PDF417, Data Matrix, QR Code, Maxi Code
<b>Barcode Ratio</b>		1:2, 1:2.5, 1:3 (Software defined)
<b>Matrix Fonts</b>	Internal Font	U, S, M, WB, WL, OCR-A/B
	Expansion Ratio	1 - 9 times
	Rotation	0°, 90°, 180°, 270°
<b>Functions</b>	Useful Features	Graphics Print, Sequential Numbering, Line/Box, Print Position Adjustment, Back-Feed, Tear-off, Calendar, Inverse Image, Zero Slash Selection, Non-standard code setting, Hex Dump, Customised Design Character (16x16, 24x24)
	Self-Diagnosis Check	Head Element Check, Paper End, Ribbon End, Head Open, Test Print, Memory Card Error
	Operational Panel Switch	LINE, FEED
	LED	Status Indication (Red: Error, Green: On-Line)
	LCD	8 Characters x 2 Lines
<b>Dimension</b>		W212 x D392 x H240mm (W8.3" x D15.4" x H9.4")
<b>Weight</b>		8kg
<b>Environment</b>	Operational	5 - 40°C non-condensing; 30 - 80%
	Storage	-5 - 60°C non-condensing; 30 - 80%
<b>Accessories</b>		Touch Screen, Cutter, Dispenser, Stacker, Cassette Rewinder, Rewinder, IC Card, Touch Scanner, Pen Scanner, Full Keyboard

### Regional Headquarters

**SATO Asia Pacific Pte. Ltd.**  
438A Alexandra Road #05-01/04  
Alexandra Technopark,  
Singapore 119967  
Tel : (65) 6271 5300  
Fax : (65) 6273 6011  
Email : sales@satoasiapacific.com  
Website : www.satoworldwide.com

### Other SATO Offices in Asia Pacific

- Kuala Lumpur, Malaysia
- Bangkok, Thailand
- Shanghai, China
- Shenzhen, China
- Auckland, New Zealand
- Melbourne, Australia
- New Delhi, India