



**MX6100™**  
**MXD610™**  
**MXi610™**

# **DATACARD® MX Series System**

World's best-selling high-volume,  
card-to-envelope solution

The DATACARD® MX Series solution features the most versatile card personalization technologies for cardholder customization. This flagship solution combines security, reliability, and a variety of innovative and flexible technologies to deliver highly personalized cards, labels, and carriers all inline — creating a feature-rich card-to-envelope solution.



**ENTRUST**  
SECURING A WORLD IN MOTION



Add versatile technologies for cardholder customization



## DATACARD® MX6100™ CARD ISSUANCE SYSTEM

This flagship card issuance system — not just of our portfolio, but of the industry as a whole — combines more than a decade of impeccable reliability and security with a steady flow of new card personalization modules and inline/standalone card delivery options. It's the ideal system for any operation that takes metrics seriously — from cards-per-hour and cost-per-card to image quality and mailing accuracy. Up to 1,800 CPH rated speed keeps operations moving quickly.

### INTELLIGENT ISSUANCE

- System Controller
- Card Input
- Metal Card Input
- Card Cleaning
- OCR-B/Bar Code Scanner
- Vision Verification Gen 2
- Magnetic Stripe Encoding
- Barrel Dual Interface Smart Card Personalization
- Durable Graphics Printing
- Graphics Printing Gen 2
- DATACARD® Artista® VHD Retransfer Color Printing Gen 2
- Color Printing Gen 2
- Drop on Demand Printing Gen 2
- Duplex Drop on Demand Printing
- Laser 350
- Basic Topcoat
- DATACARD® CardGard® UV-Curing Topcoat
- DATACARD® DuraGard® Laminate
- Secure Indent
- Embossing/Indent Printing
- Topping
- Color Label Printing
- Label Affixing
- Card Flippers
- Single-Card Buffer
- Multi-Card Buffer
- Quality Assurance
- Card Output
- Metal Card Output
- DATACARD® MXD610™ Card Delivery System
- DATACARD® MXi610™ Envelope Insertion System

# Flagship high-volume card issuance solutions

**Powerful integrated software:** Controller Software provides a single interface for all interactions with the MX6100 System. This powerful software manages seamless access to the system, enables creation of card and job setups, and tracks production level audits to empower card operation efficiency and security.

**Innovative inline technologies:** Provide stunning, high-quality, edge-to-edge printing on cards and labels or sleek flat-card designs with UV-curable printing technologies, all inline to help deliver unique and highly personalized eye-catching designs.

**True field modularity:** Provides a full suite of personalization technologies and your choice of card delivery options. The common MX Series Software Platform gives you freedom, flexibility, and investment protection as you continue to build your operation. Start with the capabilities you need, then expand the system as your program requirements change.

**Smart card productivity:** An innovative smart card module — powered by Adaptive Issuance™ Chip Interface Software — features a barrel dual interface design and choice of couplers to accommodate any combination of contact, contactless, dual interface, or combi smart cards.

**Intelligent quality assurance:** Advanced intelligence built into the MX6100 System enables fully automated, inline quality assurance for all personalization, including embossed characters along with correct matching of cards, carriers, and inserts.

**Service and support:** The MX Series Systems are supported by the industry's largest service and support network, which spans more than 150 countries worldwide. Online and phone support is available 24/7.



MX6100 Card Issuance System

# Flexible, feature-rich card-to-envelope solutions



With the MXD610 System, you can choose from the following modules and options:

- Card Affixing
- Vertical Card Placement
- Black & White Printer
- Color Printer
- Pre-printed Form Feeder
- Flex-form
- Form Buffer
- Form Folders
- Card Carrier Stock & Template Verification
- Card Carrier Sorter
- Form Stacker

**WIN THE HEARTS, AND WALLETS, OF YOUR CUSTOMERS.**

In the constant fight for consumer mindshare, it's easy to see how any message could get lost in the shuffle. The key to breaking through this clutter -- deliver personalized and relevant content. True personalization delivers what your prospects or customers are looking for and leads to better response rates. For 2008, Customer products that organizations that excel in personalization will attract companies that don't by 20%.

On-demand print technologies provided by Entrust Dilekard help take individualization to the next level without creating an extensive burden to your operations. By reducing preprinted stock and waste, you can drive cost savings against the bottom line. In one step, you have the ultimate flexibility to create a customized package that fits your needs and wins wallet share.

**CUSTOMIZATION METRICS OF SUCCESS**

- Increase Card Activation: **54%**
- Increase Sales: **14%**
- Increase Transition Velocity: **15-20%**
- Increase in customer retention: **5%**
- Increase profits up to: **25%**

**DRAMATICALLY IMPROVE OPERATIONAL EFFICIENCY**

3 Key Ways You Can Utilize Intra On-Demand Print Technologies to Personalize Your Card Mailings

- 1 Reduce stock and waste by printing with a blank card base and color stock.
- 2 Unleash your creativity with personalized cards and labels that feature strong edge-to-edge detail and also improve operational efficiency.
- 3 Personalize the card carrier, affix the cards and labels to create a completely custom mail package.

Also WOW FACTOR to your card program -- scan with your mobile device to learn more.

# Make a big impact with cardholders

With larger card carriers and bold color printing, you now have more opportunities for customized 1:1 marketing that can help you build stronger relationships with your cardholders. Use the extra space for personalized marketing messages that encourage card activation and usage as well as images that reflect the cardholder's lifestyle and interests. Promote coupons, special offers, advertising, and cross-selling opportunities to grow revenue.

## MXD610 CARD DELIVERY SYSTEM

**Streamlined data flow:** Both card personalization and card delivery systems use one set of data and file names — resulting in increased data security and reduced IT interventions.

**On-demand color printing:** High-quality printing helps reduce pre-printed forms. Crisp, full-color, near-edge printing makes it easy to add visual impact and promotional content to your mailings.

**Flexible form sizes:** This additional real estate is perfect for printing expanded terms and conditions and adding cross-promotional content to your mailers.

**Regroup production to drive uptime & efficiency:** Card carrier sorting provides the flexibility to remove inefficiencies from the inline process and/or reorganize finished card carriers to maximize production.

**Support market trends:** Meet the growing vertical card trend without limiting job sizes based on card orientation. Dynamically place cards on carriers horizontally and vertically to meet customer requests.



MXD610 Card Delivery System

# Comprehensive envelope insertion

Bring the reliability and security you need to complete high-quality finished mailings by adding robust inserting capabilities. Include a variety of additional inserts and forms to your card mailings to add a personal touch to each package and help build lasting relationships with your customers.

## **MXi610 ENVELOPE INSERTION SYSTEM**

**Maximize uptime and efficiency:** To drive continuous inline advantages, the MXi610 System offers a robust envelope insertion system. Built-in automation throughout the process helps ensure fast job changes with minimal downtime and operator intervention.

**Divert and sort:** Control your production priorities and drive your system based on business needs. Enhanced functionality allows you to automatically divert mail packages, rank important deliveries, and organize output for efficient distribution.

**Selective insertion:** Intelligence built in to help drive larger job runs and production throughput.

**Precise packages:** Inline verification automatically weighs each package or checks the thickness of each piece to verify that the envelope has the correct cards, carriers, and inserts for each cardholder — every time.

**Customized packages:** Print on-demand, personalized messaging, or static logo graphics on the envelope.

**Support rewards programs:** Card carrier feeding supports the insertion of additional card carriers in a single package. This allows for more gift or reward cards to be bundled in one package.

# Complete card-to-envelope solutions

**make a BOLD DELIVERY**  
A SIMPLE WAY TO STAND OUT

[First], [Last]  
[Address]  
[City], [State] [ZIP]

Dear [First], [Last]

As you manage your card program, you know the importance of delivering high-quality card mailings, but you're also wary of complex integrations that can add up to major costs and operational headaches. The ComColor 7150R inkjet printer gives you a simple way to boost the performance of your card program, creating stand-out card carriers that get bold results — all while maximizing your operational efficiency and minimizing production costs.

The ComColor 7150R inkjet printer integrates seamlessly with Datacard® card delivery systems to empower you with on-demand printing and premium performance. Optimize operational efficiency while transforming your card carriers into highly targeted, highly effective customer communications featuring vibrant color and stunning print quality, engaging your customers to further boost the performance of your card program.

Are you ready to make a bold delivery?

For more information, contact your sales representative today.

This full-color image is one example of the eye-catching graphics you can incorporate into your mailing, with the ComColor 7150R inkjet printer.

**PERSONALIZED OFFERS**  
Create targeted and timely offers with on-demand printing.

**ACTIVATION INSTRUCTIONS**  
Use this prominent place to print important activation instructions and encourage card use.



**make a BOLD DELIVERY**

**RIGHT INSERTS. RIGHT FORMS. RIGHT CARRIERS. EVERY TIME.**

Jobs are becoming increasingly complicated. Diverse job sizes, more inserts, larger paper sizes, new demands for color and greater levels of personalization have made the card mailing process more challenging than ever. Get the complete card-to-envelope capabilities you need to handle whatever comes your way with the new Datacard® card delivery and envelope insertion systems.

**ENTRUST**



MXi610 Envelope Insertion System

## With the MXi610 System, you can choose from the following modules:

- Insert Feeder
- Sheet Feeder/Folder
- Accumulator/Folder
- Inserter Base
- Envelope Printing/Franking
- Verification
- Standard Divert
- Vertical Conveyor Options
- Card Carrier Feeder

# DATACARD MX SERIES SYSTEMS

## Technical Specifications

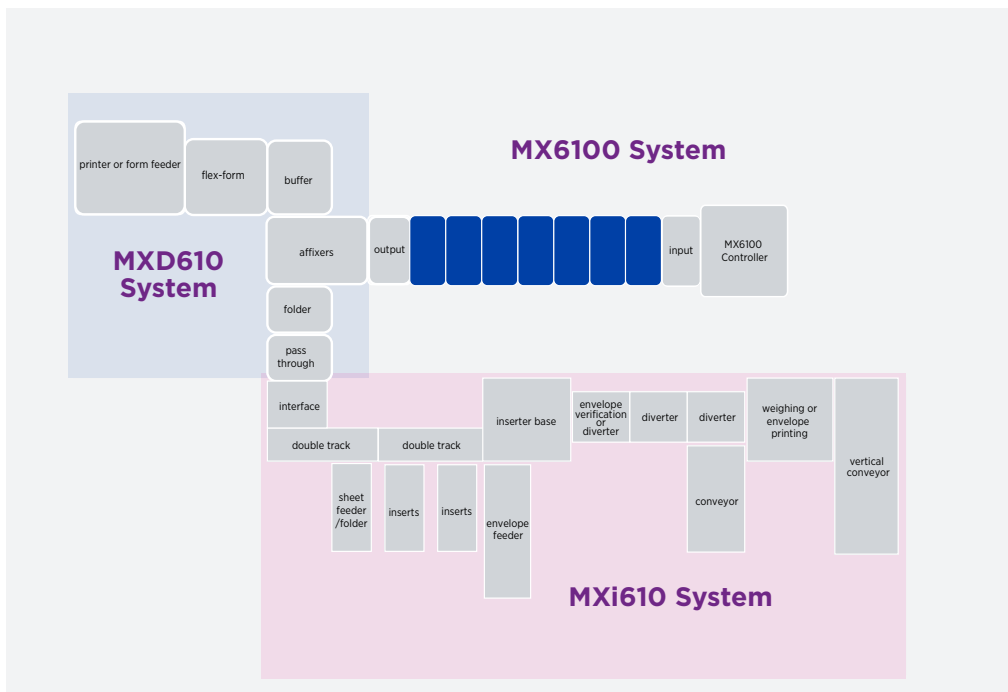
**MX6100™**  
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**MXi610™**

### MX6100, MXD610, and MXi610 System Specifications

Rated Speed	Up to 1,800 CPH
Operating System	Microsoft® Windows® 10 IoT Enterprise 2016 LTSC
Template Management	Microsoft® Word 2019
Maximum Configuration	MX6100: Up to 28 personalization modules MXD610: Up to 1 system per personalization system MXi610: Up to 1 system per MXD610 System
Cards Per Form	Up to 4 cards on middle and/or lower panels. Up to 5 cards are allowed with the Vertical Card Placement Option.
Printer Ready Data	PCL (black and white), PDF
Electrical Requirements	MX6100: 230V, 50/60Hz, 15 Amps MXD610: 230V, 50/60Hz, 30 Amps MXi610: 230V, 50/60Hz, 30 Amps
Operating Requirements	Room temperature: 65° to 80° F (18° to 27° C); Humidity: 35% to 85% (non-condensing) Recommend service area around system be at least 36 in. (76.2 cm) to help provide adequate airflow. See module data sheets for specific information.
Storage Requirements	Room temperature: 50° to 130° F (10° to 54° C); Humidity: 0% to 85% (non-condensing)
Agency Approvals	FCC, UL, cUL, CE, and RoHS Compliant
Card Types Supported	ISO/IEC 7810 ID-1 Size; 30 mil (+/- 10%)
Card Materials Supported	Most card materials can be processed, including PVC, composite, polycarbonate, ABS, PET, and PETG. Limitations may exist for each personalization or verification technology.
Paper Types Supported	20-24 lb bond paper (90,3 gsm) See DATACARD Card Delivery Paper/Envelope Guidelines.

Note: MX6100 System modules cannot be used in the DATACARD® MX2100™ Card Issuance System and MX2100 System modules cannot be used in the MX6100 System.

## FLEXIBLE END-TO-END ISSUANCE



Learn more about the unmatched selection of innovative card personalization capabilities of the MX Series at [entrust.com](http://entrust.com).  
**Contact us today at** [info@entrust.com](mailto:info@entrust.com)

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