



MVP SERIES
200MVP & 300MVP
THERMAL PRINTERS



Product Guide
May 2003

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I. INTRODUCTION

Brady Corporation, the market leader in labelling solutions, is proud to introduce the newest members of the M Series family - the rugged, cost-effective, new *200MVP and 300MVP* thermal transfer printers. The MVP series printers provide the best value in an industrial thermal transfer printer. Available in either 203 or 300 dpi, the MVP printers are easy to operate and loaded with features, including colour-coded operator cues and an LCD display. The durable, die cast aluminum frame provides a rugged platform for printing in operations that require label production 12 hours per day, 5 days per week.



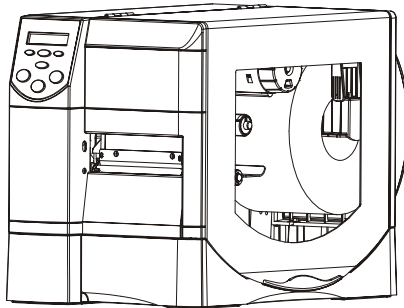
II. PRINTER OVERVIEW

The following sections are designed to quickly familiarise the user with the *General Features, Operating Requirements, and Warranty Coverage* of the *Brady MVP series* thermal printers. For more detailed product information, consult the *MVP Series User's Guide*.

A. GENERAL FEATURES / UNIQUE CHARACTERISTICS

The *200MVP/300MVP* thermal printers are engineered and designed for light to medium volume industrial text labelling and bar-code applications requiring an affordable, performance printer (under 1800 € and 2200 € respectively).

Some of the unique characteristics specific to the *MVP series* include:



- 1. Quality Engineered Main Logic Board and Firmware**

The internal make-up and components of the *200MVP/300MVP* printers are engineered for quality and optimised for thermal print capability. The *MVP series* printers are designed to meet the requirements of the value-conscious consumer with an industrial, labelling application. Depending on the user's application preference and system requirements, the *200MVP/300MVP* can provide a rugged, reliable print solution to satisfy a variety of printing requirements.
- 2. Durable, State-of-the-Art Performance**

The *200MVP/300MVP* is constructed of a highly durable, die-cast metal frame that enables the printer to provide consistent print quality in many tough industrial environments. Its 10 ips print speed ensures maximum productivity and output. Add to that, the revolutionary connectivity and control solution of BradyConnect™ (WebView, Alert and ZBI) and you can see just how you get more value per € with this performance-packed winner!
- 3. Foolproof Design / Simple Operation**

Regardless of a user's level of experience or training, the *200MVP/300MVP* printers are highly intuitive to operate. Standard features like an LCD display, colour-coded operator cues, auto-calibration and an auto-sensing power supply make system configuration and printer set-up easy.

4. **Easy Access to Label and Ribbon Path / Ease of Loading & Maintenance**
The *MVP series*' embossed loading diagram, enlarged media window and cantilever printhead simplify the printer loading process. The printer's cantilever printhead with head open-lock feature "locks" in place to enable full uninhibited access to the printhead for cleaning and the media compartment for media loading. In addition, user's can utilise the media loading diagram that is embossed in the printer's steel frame or the enlarged media window to monitor media supply status.
5. **More Standard Features for the Money**
The *200MVP/300MVP* printer offers more standard features for the money than ever before. Rugged metal construction, 10 ips print speed, BradyConnect remote monitoring and configuration capability and a standard LCD display are just a few of the ways this printer offers more value per euro than ever before.

B. OPERATING REQUIREMENTS

1. FONT SELECTION

Brady MVP series printers each offer an extensive range of font options for the user to choose from, including:

Character Fonts

The *200MVP/300MVP* contains 9 Standard Bitmapped Zebra Fonts including: (A, B, C, D, E (OCR-B), F, G, H (OCR-A), GS); and 1 Smooth scalable Font (CG Triumvirate Bold Condensed) scalable up to 10 x 10 point sizes.

Character Sets

The *MVP series* printers contain full ASCII character sets including IBM Code Page 850 (International Characters and Graphics Symbols).

Custom Graphics/Logos

The *200MVP/300MVP* printer supports user-defined fonts and graphics, including custom logos.

A non-Roman font license option is also available which enables various international fonts, including *Serif, Sans Serif, Kanji, Hangul* and *Chinese*, to be downloaded to the printer for specialised global applications. **NOTE:** Asian font license option REQUIRES either 1MB (minimum) Flash memory or PCMCIA memory card)

For a detailed breakdown of font selections for the *MVP series*, refer to the Product Specifications section contained in this document.

2. LABEL DISPENSING

The *200MVP or 300MVP* printer has the capability of dispensing printed labels in *tear-off* or *peel-off* modes. In the *tear-off* mode, the label remains attached to its stock backing and is presented outside the unit to be torn off against a "*tear-off*" bar by the user. In the *peel-off* mode, the label is separated from its stock backing by a peel bar and is presented to the user for easy removal and application. The peel mode works in conjunction with an internal rewind feature that neatly coils the label backing around a spindle for clean operation and tidy removal of label backing material.



3. PRINT SPECIFICATIONS / REGISTRATION REQUIREMENTS

Media Width:	1.0" (25mm) min. to 4.5" (114mm) max. on <i>200MVP</i> or <i>300MVP</i>
Inter-Label Gap (Distance between labels):	0.08" (2mm) to 0.16" (4mm) (0.10" -.125" 2.5mm- 3.2mm Recommended)
First Dot Location:	0.10" (2.5mm, not to exceed -0.5/+1.0mm) from inside edge of the media ± 0.04 mm
Vertical Registration Drift:	Not to exceed ± 0.0393 " (1.0mm)
Horizontal Registration Drift:	Not to exceed ± 0.0591 " (1.5mm)
Longitudinal Drift	± 0.0393 " (1.0mm) (with respect to media type) (between any two labels printed from the same label roll)
Variation	(from leading label edge to marking): 0.0393" (1mm)
Media Thickness	0.0023" (0.058mm) to 0.010" (0.25mm); die-cut labels, tickets and tags. 2.3 mils to 12 mils
Label Roll Size:	8.0" (203mm) O.D. max. / 3.0" (76mm) I.D. min.
Tear-Off Bar:	Standard
Ribbon Orientation:	Ink Side Out

4. USER INTERFACE CONTROLS AND INDICATOR LIGHTS

A *MVP series* printer is equipped with a standard LCD control panel for easy user interface and operation. A 2-line, 16 character backlit display and tactile feel buttons on the printer's front panel enable users to fine-tune and control their print settings, whenever needed, in dim or bright light from any angle. The user can quickly make adjustments and configure the printer to meet the specific needs of the application. Such adjustments can also be accomplished without having to access a computer or software. The drawing of the MVP series front panel (below) depicts the positioning of the indicator lights on the *200MVP/300MVP*.

The LCD display is used in configuring the printer; selecting reports to be printed by the Brady printer which identify available fonts, bar code symbologies, images or formats stored in the printer; or a complete record of the printer's configuration settings; and diagnostic tests or security passwords. The LCD display is also helpful in specifying error conditions and communicating to the operator when the condition has been corrected.

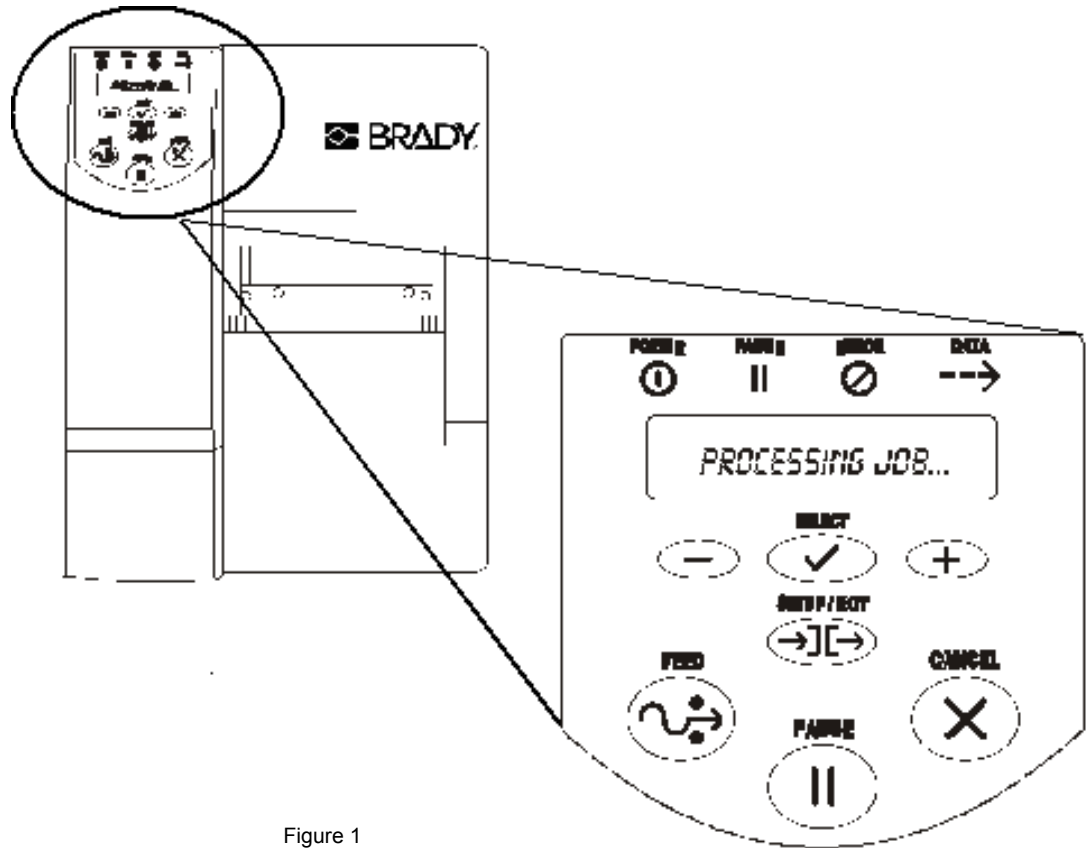


Figure 1
MVP Series Control Panel

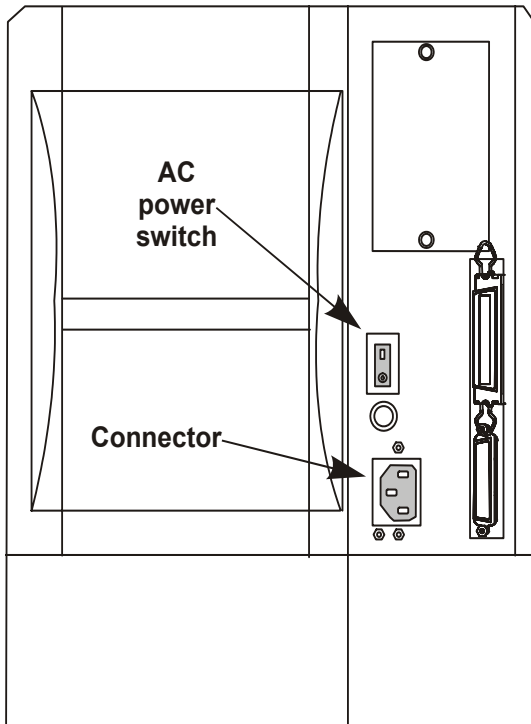


Figure 2
Location of Power Switch & Connector

A/C POWER SWITCH /INDICATOR LIGHT

The power switch is located at the back of the printer directly above the power cord as indicated by the diagram Figure 2. The power supply in the 200MVP/300MVP printer works over a broad voltage range (90 to 265 VAC). The power indicator light on the display panel designates when the printer is powered on.

PAUSE BUTTON

Activating the PAUSE key while the printer is printing will cause the printer to stop or pause once the current label is complete. No labels are lost during pause, whereby the PAUSE indicator light will illuminate to easily identify printer status to the user. Users can utilise this key to pause a print job immediately, for any reason, as required. Pressing the PAUSE button again will cause print to resume exactly where it stopped.

DATA INDICATOR

No data light indicates normal operation. A slow flashing data indicator signifies that the printer is unable to accept more data from the host PC. A fast flashing data light indicates that the printer is receiving data. A constant on data light indicates that a partial format has been received with no subsequent data activity.

ERROR INDICATOR

No error light indicates normal operation. A slow flashing error indicator light signifies a "RIBBON IN" or "PRINTHEAD TEMP" issue. A fast flashing error light indicates a "PRINTHEAD OPEN" error. A constant on error light indicates a "PAPER OUT", "RIBBON OUT" or "CUTTER JAM" condition. For each error condition, the LCD display will identify the type of error and indicate that the error is cleared once corrective action has occurred.

FEED BUTTON

The FEED key will cause the printer to immediately feed a single blank label. Users can activate the FEED key to test label alignment and positioning and proper printer operation before attempting to print a label.

CANCEL BUTTON

The CANCEL key will cancel a print job when the printer is in PAUSE mode. If print jobs are currently printing in a queue from the host computer, pressing the CANCEL key once will cancel the current print job. To delete all print jobs in the printer's memory, press and hold the CANCEL key for a minimum of 3 seconds until you see the DATA transmission light go off. This indicates that all print jobs in the queue have been successfully canceled. Users can quickly and easily cancel print jobs, by activating the CANCEL key on the printer's front panel, saving time and reducing label waste in the advent of a print error.

SETUP/EXIT

The SETUP/EXIT key, as its name suggests, enters and exits the configuration mode. This also allows a configuration change to be saved temporarily, permanently or a default setting may be used.

SELECT

The SELECT key toggles the INCREMENT (+) and DECREMENT (-) keys between the “scroll mode” and the “change mode”. Press once to use the (+) or (-) keys to *change the value* of a selection. Press again to use the (+) and (-) keys to *scroll* through the menu items.

For detailed instructions on how to adjust these settings or for related troubleshooting tips, refer to the *200MVP/300MVP User's Guide*.

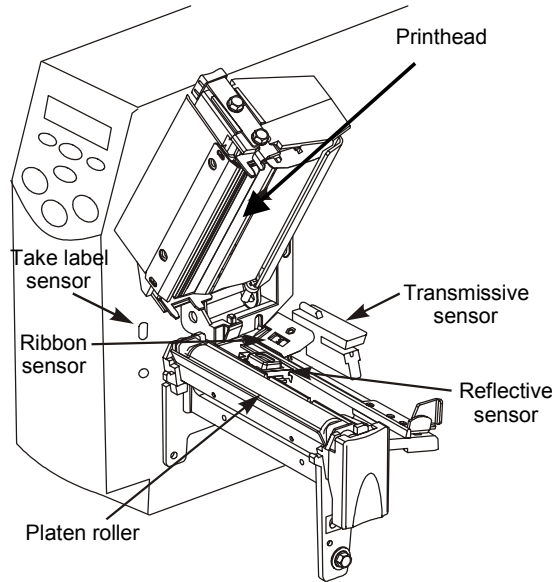
5. SENSORS

The following sensor types are contained within the *MVP series* thermal printers:

Printhead Sensor:	Checks the open/closed status of the printhead. If the printhead is open, the printhead light indicator will immediately flash, warning users of a non-print condition whereby the printhead must be closed before attempting to print.
Transmissive / Reflective Media Sensors:	<i>Transmissive sensors</i> recognise the see-through “gaps”, “notches” or joints between labels as light is permitted to filter through these joints indicating the label's overall length. Similarly, the <i>reflective sensor</i> option gauges label length via the black marks found on the media backing which reflect light back to the sensor from the label's joint. Both sensor types enable users to print on diverse label stocks including <i>continuous, notch, black mark, tag stock</i> or <i>perforated</i> and promote the printer's auto-calibration feature. During auto-calibration, the printer relies on such sensor readings to automatically adjust to varying label lengths promoting worry-free print capability on varying media (label) types.
Tear-Off / Peel-Off Label Sensors:	Tear-Off /Peel-Off sensors enable the user to work at their own pace and preferred mode of operation during the labelling process. <i>Peel-Off</i> mode instructs the printer to remove the label from its backing and wait until the label is removed by the user before issuing a new label. <i>Tear-Off</i> mode, similarly, allows individual or groups of labels to be turn-off the printer's tear bar by pulling it down and away against the tear bar.

Paper/Ribbon Out Sensor :

The paper/ribbon out sensor on the *200MVP/300MVP* printer immediately detects when ribbon or paper is exhausted before label data loss occurs. Users are warned exactly when to replace ribbon or paper lessening the likelihood of print interruptions.

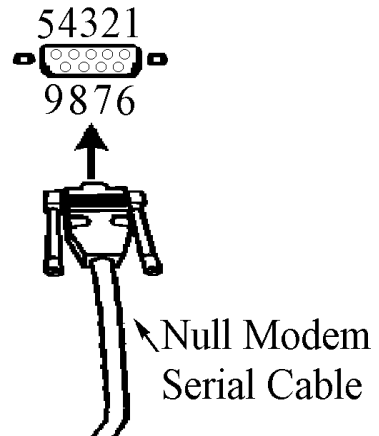


6. COMMUNICATION PARAMETERS

The *MVP series* printers offer two convenient ways to interface with a host: (1) serial port connection or (2) parallel port connection. The following table highlights the printer configuration set-up for serial and parallel interface.

Printer Port: DB-25 Pin - Serial Printer Port Pinout:

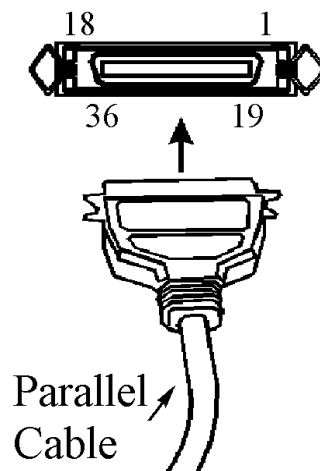
Pin #	Description
1	Ground
2	TXD 232 (transmit data) output from printer
3	RXD 232 (receive data) input to printer
4	RTS 232 (request to send) output from printer
5	Not used
6	DSR 232 (data set ready) input to printer
7	Ground
8	Not used
9	+5V @1A
10	Not used
11	Signal ground reference
12	Not Used
13	RXD 485- (receive data) input to printer
14	TXD 485- (transmit data) output from printer
15	Not used
16	RXD 485+ (receive data) input to printer
17-18	Not used
19	TXD 485+ (transmit data) output from printer
20	DTR 232 (data terminal ready) output from printer
21-25	Not used



* NOTE: Above 9-Pin Serial connector connects to PC host.

Bi-directional (36 Pin) – Centronics Parallel Printer Port Pinout:

Pin #	Description
1	nStrobe/HostClk
2-9	Data Bits 1-8
10	nAck/PtrClk
11	Busy/Ptr Busy
12	PError/Ack Data Req.
13	Select/Xflag
14	nAuto Fd/Host Busy
15	Not Used
16-17	Ground
18	+5V@1A
19-30	Ground
31	nInit
32	nFault/nData Avail
33-34	Not used
35	+5V thru 3.3K
36	nSelectIn/1284 active



The 8-bit parallel data interface supports bi-directional parallel communications in “nibble mode”. The parallel interface provides a means of communication, which is typically faster than serial interface methods.

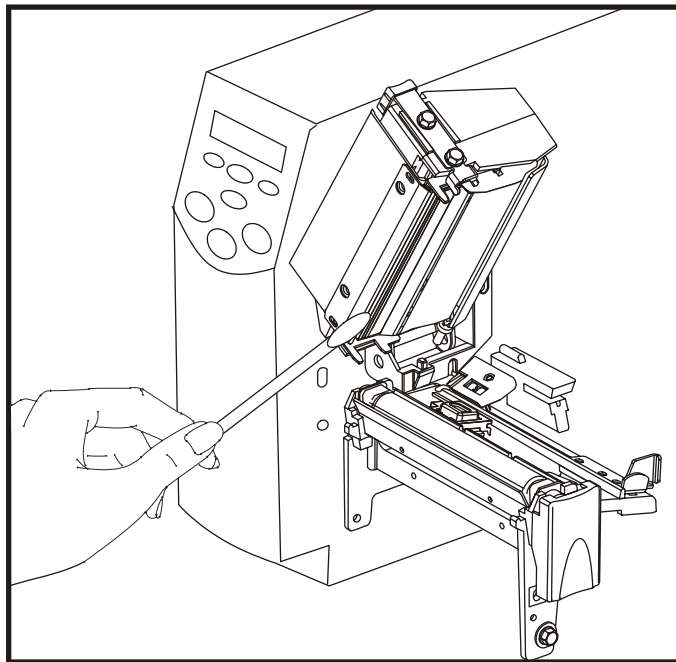
7. PERIODIC MAINTENANCE

For optimum performance of the *200MVP* or *300MVP* thermal printer, Brady recommends cleaning the printer on a regular basis using standard printer parts and Brady cleaning supplies. Consult the *User's Guide* for specific details.

- **Cleaning:** The exterior is cleaned with a lint-free cloth and if necessary, a mild detergent solution or desktop cleaner. Interior components – including the *printhead*, *platen roller*, *media sensor*, *peel bar* and *media paths* – are cleaned with an isopropyl alcohol soaked swab and a vacuum cleaner or blown air to remove any dirt or dust particles that may have accumulated during use.

As a general rule of thumb, Brady recommends cleaning the printhead following ribbon replacement

- **Lubrication:** All mechanical parts of the *MVP series* printers are self-lubricating and do not require additional lubrication. Hence, less time is required to maintain the printer promoting increased user productivity.

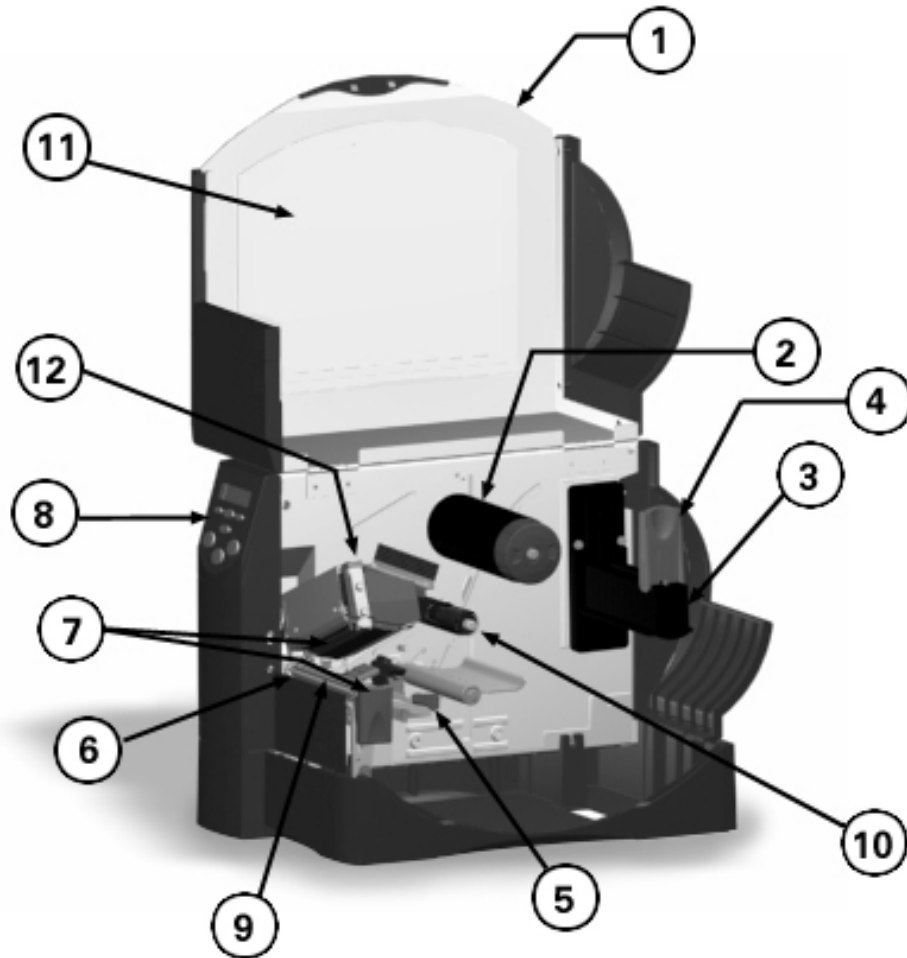


8. PACKAGING SPECIFICATIONS

Brady is an ecologically conscious company that strives to manufacture quality and "environmentally-friendly" products. Our shipping materials, therefore, are devoid of chemicals (i.e. bleach) and are composed of biodegradable paper / post consumable and biodegradable glues for easy recycling. (The packaged shipping weight of a *200MVP* or *300MVP* is approx. 49 lbs. (22kg)).

C. **PRINTER TOUR**

The *Printer Overview Diagram* below serves to orient the user as to the location of some of the 200MVP/300MVP feature capabilities mentioned throughout this section.



- | | |
|--|---|
| 1. Media Access Cover | 7. Printhead / Printhead Open Latch |
| 2. Ribbon Take-Up Spindle | 8. LCD Control Panel |
| 3. Media Supply Unwind | 9. Platen Roller |
| 4. Media Supply Guide | 10. Ribbon Supply Spindle |
| 5. Media Guide/ Moveable Transmissive Sensor | 11. Enlarged Media Window |
| 6. Tear Plate | 12. Printhead Pressure Adjustment Dials |

D. WARRANTY INFORMATION

The *MVP series* printers are covered under the following Brady general warranties. For complete Warranty Policy Information, refer to the *200MVP/300MVP User's Guide*.

1. GENERAL COVERAGE

The MVP series printers are warranted against defects in material or workmanship for one year (**12 months**) from the date of purchase (with the exception of the printhead – see below). **This warranty does not cover normal wear and tear and shall be null and void if the equipment is modified, improperly installed or used, damaged by accident or neglect, or in the event any parts are improperly installed or replaced by the user.** Proof of purchase or product registration is required. If proof of purchase or product registration cannot be established, shipment date to the original buyer (reseller or distributor) will be used to establish the warranty period.

2. PRINthead COVERAGE

Brady MVP series warrants printhead for 6 months or 180 days from the date of purchase, regardless of the number of labels printed.

3. RETURNED GOODS UNDER WARRANTY

The standard Brady policy is in effect for returning in-warranty product. A *Brady Return Material Authorization (RMA)* must be obtained from our Technical Support Group prior to returning any product.

Technical Support Information:

Telephone:	France :	00 33 (0) 1 69 29 67 17
	Benelux :	00 32 (0) 52 457 397
	UK :	00 44 (0) 1295 228 205
	Germany :	00 49 (0) 6103 7598 450
	Italy :	00 39 02 967 005 07
	Sweden :	00 46 (0) 8590 057 40
	Eastern Europe :	00 36 23 42 85 26

E-mail: tech_support@bradycorp.com

III. FEATURES, BENEFITS & SPECIFICATIONS

RUGGED CONSTRUCTION

FEATURE	FUNCTION	END-USER BENEFIT	SALES CHANNEL ADVANTAGE
NEW Die-Cast Aluminum Base / Frame	Durable, metal construction Die-casting enables precision Mounting of the print mechanism and spindle, which enhances print accuracy and eliminates ribbon wrinkle.	<ul style="list-style-type: none"> ▶ Durable construction surrounds critical components providing printer longevity and reliability. ▶ Designed to withstands harsh, industrial environments ▶ Ensures consistent print quality 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Confidently sell Brady's reliability within a wide range of operating environments. <input checked="" type="checkbox"/> Satisfied customers are repeat customers, leading to future sales.
NEW Die-Cast Printhead Mechanism	Print mechanism is embedded into metal housing	<ul style="list-style-type: none"> ▶ Provides inherent rigidity for printhead mechanism ▶ Withstands general wear and facilitates media loading 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Can confidently sell Brady's reliable print quality. <input checked="" type="checkbox"/> Customer perceives the enhanced quality and durability of the product.

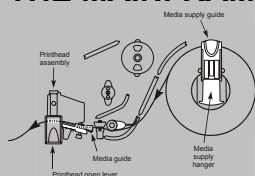
STATE OF THE ART PERFORMANCE

FEATURE	FUNCTION	END-USER BENEFIT	SALES CHANNEL ADVANTAGE
FLASH Memory (up to 8MB available)	ZPL II firmware and optional fonts can be upgraded and enhanced without modifying the electronics	<ul style="list-style-type: none"> ▶ Convenient and cost effective to keep printer firmware current with the latest features and enhancements. Updates can be readily downloaded to the printer from Brady's website, without a service call to replace EPROMS. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Reduces technical support and maintenance requirements, more efficient customer support..
Optimised Processing with New Micro-processor	ZPL printer has been revamped to provide optimal label format processing performance. Printer features a new electronic design and a new 32-bit RISC microprocessor.	<ul style="list-style-type: none"> ▶ Faster label processing and throughput provides enhanced productivity. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Better throughput is more competitive.
High performance printhead and E³ (Element, Energy, Equalizer)	Enhanced performance printhead combined with the sophisticated energy control system provides high quality printing over a range of speeds and materials..	<ul style="list-style-type: none"> ▶ Satisfies customer print quality requirements for bar codes, text and graphics. ▶ Balances printhead energy output for prolonged printhead life. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Can confidently sell Brady's reliable print quality over a range of print applications.

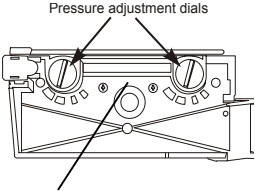


SIMPLE OPERATION

FEATURE	FUNCTION	END-USER BENEFIT	SALES CHANNEL ADVANTAGE
NEW Cantilever Printhead (with head open lock)	Side-opening printhead, unlatches easily providing wide clearance and access to the printhead. Head open lock ensures that the printhead stays in full open position	<ul style="list-style-type: none"> ▶ Easier to load ribbon and media. No threading required. ▶ Easy access for cleaning; keeping the printhead clean improves print quality. 	<ul style="list-style-type: none"> ☑ Widest media path in the industry Compare our wide access printhead with the competitor's restricted access. ☑ Simple to operate, reducing support requirements
NEW STANDARD BACK-LIT LCD CONTROL PANEL	Multi-functional display panel enables operator to configure the printer's communication parameters using 2 line, 16 character text, easy to read error messages and instructions; multi-lingual support.	<ul style="list-style-type: none"> ▶ Fasters set up time. ▶ Display is Backlit and easy to read in dim or bright light from any angle. ▶ User can make adjustments and configure the printer to meet the specific needs of his application. 	<ul style="list-style-type: none"> ☑ Less support requirements.
NEW Full-size MEDIA WINDOW	Oversized window permits more light to enter the media supply cavity.	<ul style="list-style-type: none"> ▶ Allows operator to monitor/view supplies status from near or far. ▶ User can monitor when supplies get low well before they become depleted 	<ul style="list-style-type: none"> ☑ Improved customer efficiency - Less downtime
Colour-coded operator "cues"	Identifies which components are adjustable in order to operate or optimise the printer.	<ul style="list-style-type: none"> ▶ Easy to use. Printer operation is more intuitive, less complicated with less training. 	<ul style="list-style-type: none"> ☑ Easy to demonstrate printer operations, reduces training and support requirements.
Auto-calibration	Printer automatically calibrates media at power up or when printhead is opened. Uses only a single label to calibrate most applications.	<ul style="list-style-type: none"> ▶ Automatically adjusts to any size label. No operator modification required. ▶ Minimises label waste by using one label for calibration within typical applications. 	<ul style="list-style-type: none"> ☑ Easy to sell to customers using various sized labels. Reduces training and support requirements
SUPPLIES LOADING DIAGRAM EMBOSSED IN THE MAINFRAME	Simplified loading of supplies. Operator just follows the diagram.	<ul style="list-style-type: none"> ▶ Convenient and requires no manual or training. The instructions are never lost nor wear off. 	<ul style="list-style-type: none"> ☑ Reduces training requirements for media loading. ☑ Less support requirements-- user will always load the printer correctly.



MODULAR DESIGN

FEATURE	FUNCTION	END-USER BENEFIT	SALES CHANNEL ADVANTAGE
<p>Modular Design: Field Installable Options</p>	<p>All options are either configured to order or field retrofit for future applications.</p>	<ul style="list-style-type: none"> ▶ Provides investment protection. Allows user to pay for the features needed today without limiting future opportunities to upgrade as their applications change and grow. 	<ul style="list-style-type: none"> ☑ Reduce speculative and expensive inventory of printers. Inventory the options to provide different configurations. ☑ Ability to respond to customers' needs quickly and easily. Provides future upscale opportunity.
<p>Improved Serial and Parallel Communications</p>	<p>Both ports are standard on the base printer. An operator can utilise either the serial or parallel port to download information from the host.</p>	<ul style="list-style-type: none"> ▶ Printer communicates in a wide range of environments with a variety of hosts, providing flexible connectivity. 	<ul style="list-style-type: none"> ☑ No need to specify port at time of order, since MVP Series provides BOTH serial and parallel. ☑ Easy to integrate into a variety of communications environments.
<p>Printhead replacement without tools</p>  <p>Pressure adjustment dials</p> <p>Thumbscrew</p>	<p>No tools or tedious adjustments to replace worn printheads. Just use your fingers to remove ONE thumbscrew. Printheads are pre-aligned for ready replacement.</p>	<ul style="list-style-type: none"> ▶ Reduces downtime with fast and easy printhead replacement. ▶ End-user can replace worn printhead in minutes, eliminating the need for a service call. 	<ul style="list-style-type: none"> ☑ Easy to sell printhead replacements.

Standard Features

- 203 dpi print resolution (8 dots/mm) or 300 dpi resolution (12 dots/mm), dependent upon model
- Firmware is FLASH resident/download upgradeable
- Thin film print head with E³ Element Energy Control
- Thermal transfer and direct thermal printing of bar codes, text, and graphics
- ZPL[®] or ZPL II[®] programming language, selectable through software or front panel
- 32 bit RISC processor
- 4MB RAM memory (2MB User Available)
- Serial RS-232/422/485 and bi-directional parallel ports
- Transmissive and Reflective sensing technology
- **NEW** Sleek personality / rugged metal design:
 - ⇒ Die-cast aluminum frame: 0.20" (5mm) thick – ensures parallelism of spindles for consistent print quality
 - ⇒ **NEW** metal die-cast base withstands harsh industrial conditions
 - ⇒ **NEW** Metal media cover with enlarged clear window : easy to view supplies
- **NEW** Die-cast print mechanism with head open lock withstands general wear & tear and facilitates media loading
- **NEW** Standard LCD control panel: Back-lit, 2 line, 16 characters w/ full menu to change set-up options
- **NEW** Charcoal grey form design for improved smudge resistance
- Brady[®] printer driver for Windows[™] 3.X and 95/98/NT 2000/XP operating systems
- **NEW** BradyConnect[™] - the revolutionary real-time connectivity control solution:
 - ⇒ *WebView / Alert* – (requires optional ZebraNet[™] PrintServer II)
 - ⇒ *ZBI[™]* - Programming Language Interpreter for translation of foreign data streams

Optional Features

- Full-width guillotine knife cutter and catch tray, operates under software control cutting labels individually or in strips (not compatible with rewind and peel options)

Choice of 2 peel options:

- ⇒ Value-Peel – a front mount, passive peel option, w/ no take-up spindle
- ⇒ Liner-Take-Up option - full roll liner take-up spindle accommodates standard printer base –works with value peel option
- Rewind – internally rewinds full roll of printed labels on 3" core, or peels & rewinds liner
- PCMCIA Connector - Flash memory cards up to 8MB
- 1 or 2 MB of additional Flash memory
- Additional scalable and smooth bitmapped fonts available
- ZebraNet[™] PrintServerII –provides Ethernet connectivity and enables the use of the *WebView* and *Alert* features.

Printing Specifications

- 203 dpi resolution (8 dots/mm)
 - Dot size (W x L): 0.0049" x 0.0049" (0.125mm x 0.125mm)
- 300 dpi resolution (12 dots/mm)
 - Dot size (W x L): 0.0033" x 0.0039" (0.084mm x 0.099mm)
- First dot location measured from inside media backing edge: 0.10" ±0.04" (2.5mm, not to exceed -.5mm +1.0mm)
- Maximum print width: 4.09" (104mm)
- Maximum non-continuous and continuous media print length:

203 dpi	300 dpi
100" / 2540mm	49" / 1245mm

- Media registration tolerance:
 - Vertical $\leq \pm 0.039"$ ($\pm 1.0\text{mm}$) on non-continuous media
 - Horizontal $\leq \pm 0.039"$ ($\pm 1.0\text{mm}$) within a roll of media
- Programmable print speeds:
 - 203 dpi models = 2.0" (51mm) through 10" (254mm) per second in 1" increments
 - 300 dpi model = 2.0" (51mm) through 6" (152mm) per second in 1" increments (25,4mm)

Media Specifications

- Maximum label length: 39" (991mm)
- Media type: continuous, die-cut, tags, black-mark
- Media web width (label and liner): 1.0" (25.4mm) to 4.50" (114mm)
* **NOTE:** Value-Peel max width: 4.38" (111mm)
- Minimum label length:
 - Rewind mode: 0.25"(6,35 mm) (200MVP)/ .125" (3,17mm)(300MVP)
 - Peel mode: 1.0" (25.4mm)
 - Tear-off mode: 0.25" (200MVP)/ .125" (300MVP)
 - Cutter mode: 1.0" (25.4mm)
- Media thickness (label and liner): 0.0023" (0.058mm) to 0.010" (0.25mm)
- Maximum full-width media thickness for cutter: 0.25mm (0.010")
- Maximum media roll size: 8.0" (203mm) O.D. on a 3" (76mm) I.D. core
- Maximum fan-fold pack size: 8.0"L (203mm) x 4.5"W (114mm) x 6.2"H (157mm)
- Gap and notch sensing standards:
 - Interlabel gap: 2 - 4mm, preferably 2.54mm
 - Sensing notch: 0.25"W (6mm) x 0.12"L (3mm)
 - Sensing hole: 0.125" (3mm) diameter

Ribbon Specifications

- Ribbon width: 2.00" (51mm) to 4.33" (110mm)
- Standard Lengths: 984' (300m) or 1476' (450m)
- Maximum ribbon roll size: 3.2" (81.3mm) O.D. on a 1.0" (25.4mm) I.D. core
- Ribbon wound coated-side out

Font Specifications

203 dpi (8 dots/mm)

Fonts	Matrix (in dots) (H x W)	Type†	Minimum Char. Size (H x W)	Maximum C.P.I.
A	9 x 5	U-L-D	.044" x .029"	33.9
B	11 x 7	U	.054" x .044"	22.6
C,D	18 x 10	U-L-D	.088" x .059"	16.9
E	28 x 15	OCR-B	.138" x .098"	10.1
F	26 x 13	U-L-D	.128" x .079"	12.7
G	60 x 40	U-L-D	.295" x .236"	4.2
H	21 x 13	OCR-A	.103" x .093"	10.7
GS	24 x 24	SYMBOL	.118" x .118"	8.4
Ø	Variable	U-L-D	variable	N/A

300 dpi (12 dots/mm)

Fonts	Matrix (in dots) (H x W)	Type†	Minimum Char. Size (H x W)	Maximum C.P.I.
A	9 x 5	U-L-D	.030" x .020"	50.0
B	11 x 7	U	.037" x .030"	33.3
C,D	18 x 10	U-L-D	.060" x .040"	25.0
E	41 x 20	OCR-B	.137" x .087"	11.5
F	26 x 13	U-L-D	.087" x .053"	18.8
G	60 x 40	U-L-D	.200" x .160"	6.3
H	30 x 19	OCR-A	.100" x .093"	10.7
GS	24 x 24	SYMBOL	.080" x .080"	12.5
Ø	Variable	U-L-D	variable	N/A

† U - Uppercase L - Lowercase D - Descenders

- Bitmap fonts A through H and GS symbols are expandable up to 10 times, height and width independent
- Smooth scalable font Ø (CG Triumvirate™ Bold Condensed) is expandable dot-by-dot, height and width independent
- IBM® Code Page 850 International Characters

Bar Code Symbolologies & Specifications

- Bar code modulus "X" dimension:
 - Picket fence (non-rotated) orientation:
 - 203 dpi = 4.9 mil to 49 mil
 - 300 dpi = 3.3 mil to 33 mil
 - Ladder (rotated) orientation:
 - 203 dpi = 4.9 mil to 49 mil
 - 300 dpi = 3.9 mil to 39 mil
- Bar code ratios: Dot selectable from 2:1 to 3:1
- Linear bar codes: Code 11, Code 39, Code 93 (USS-93), Code 128 with subsets A/B/C and UCC Case Codes, ISBT-128, UPC-A, UPC-E, EAN-8, EAN-13, UPC and EAN 2 or 5 digit extensions, Plessey, Postnet, Standard 2 of 5, Industrial 2 of 5, Interleaved 2 of 5, LOGMARS, MSI, Codabar
- 2-dimensional bar codes: Codablock, PDF-417, Code 49, DataMatrix, Maxicode, QR Code and Micro PDF-417.

Zebra Programming Language® (ZPL® and ZPL II®)

- Communicates in printable ASCII characters
- Compatible with mainframe, mini, and PC hosts
- Downloadable objects include graphics, scalable and bitmap fonts, label templates and formats
- Adjustable print cache
- Data compression
- Automatic memory allocation for format while printing
- Automatic serialisation of fields
- Format inversion (white on black)
- Mirror-image printing
- Four position field rotation (0°, 90°, 180°, 270°)
- Slew command
- Programmable label quantities with print, pause, cut control
- Status messages to host upon request
- ZBI™ (Zebra BASIC Interpreter) – accessible on MVP Series Printers:
 - ⇒ Interpreting program module that sits between the communication ports and the ZPLII processing engine
 - ⇒ Can be used to convert non-ZPL printer programming language to ZPL commands
 - ⇒ Direct interface to peripheral devices such as bar-code scanners, weight scales, and keyboards
 - ⇒ Based on ANSI BASIC computer language

Communications Specifications

- Bi-directional parallel interface (supports IEEE 1284 in “nibble mode”)
- High-speed serial interfaces:
 - RS-232C, RS422 and RS485 with DB25F connector
 - Configurable baud rate (600 - 38.4kB), parity, and data bits. Stop bits at 1 or 2.
 - Software (XON/XOFF) or hardware (DTR/DSR) communication handshake protocols
- ZebraNet® Print Server II - ethernet network print server (10BASE-T)

Electrical Specifications

- Auto-detectable (PFC compliant) 90-265VAC, 48-62 Hz, 5A fused power supply
- Agency approvals: UL 1950, CISPR 22 (class B), EN60950, EN500824, CSA 22.2 No. 950-95, Canadian Doc. (class A), FCC (class B), CE compliance

Physical Specifications

- **Height:** 13.32" (338mm)
- **Width:** 10.93" (278mm)
- **Depth:** 18.69" (475mm)
- **Weight:** 32.4lbs. (15kg)
- **Shipping Weight:** 49 lbs (22kg)

Environmental Specifications

- Operating environment:
 - Thermal transfer = 40° to 104°F (5° to 40°C)
 - Thermal direct = 32° to 104°F (0° to 40°C)
 - 20% to 85% non-condensing R.H.
- Storage/Transportation environment:
 - 40° to 140°F (-40° to 60°C)
 - 5% to 85% non-condensing R.H.

Preventative Maintenance

Brady recommends cleaning the printer on a regular basis using standard Brady printer parts and cleaning supplies. Consult your *User's Guide* for further details.

- **Cleaning:**

The exterior is cleaned with a lint-free cloth, and if necessary, a mild detergent solution or desktop cleaner. Interior components (printhead, platen roller, media sensor, peel bar, ribbon and media paths) are cleaned with alcohol or blown air to remove any particles.
- **Lubrication:**

All mechanical parts are self-lubricating and do not require additional lubrication.
- **Print Registration:**


Media registration and minimum label length are affected by media type and width, ribbon type and print speed. Performance improves as these factors are optimised. Brady recommends always qualifying any application with thorough testing

IV. COMPETITIVE ANALYSIS



Brady 200MVP, Brady 300MVP versus Brady 200M-e

STANDARD FEATURES	200M-e	NEW 200MVP	NEW 300MVP
			
List Price	2375 € / 3032 €	1795 €	2125 €
Max. Print Speed (ips)	2-6 ips (51-152mm)	2-10 ips (51-254mm)	2-6 ips (51-152mm)
Resolution (dots/mm)	Std 203 (8mm) / 152 dpi option (6mm) / 300 dpi (12mm)	203 dpi (8dots/mm)	300 dpi (12dots/mm)
Print Width (max. in.)	4.09" (104mm)	4.09" (104mm)	4.09" (104mm)
Max. Print Length (Std In.)	106" (2692mm)	105" (2667mm)	105" (2667mm)
Transmissive Sensor	STD Transmissive Sensor / Reflective Option	STD- moveable Reflective & Transmissive Sensor	STD- moveable Reflective & Transmissive Sensor
Dot History Control	YES	YES	YES
Bitmapped Fonts	9 Standard	9 Standard	9 Standard
Scalable Fonts	CG Triumvirate Bold Standard / 12 additional available w/ EPROM option	CG Triumvirate Bold Standard / Font Pack Option	CG Triumvirate Bold Standard / Font Pack Option
Frame Construction / Weight	Metal / 55 lbs. (25kg)	Metal / 32lbs (15kg)	Metal / 32lbs (15kg)
LCD Display	STD	STD	STD
ROM (Firmware)	Flash	Flash	Flash
Standard DRAM	4MB (2MB User Available)	4MB (2MB User Available)	4MB (2MB User Available)
Std. Flash Memory	4MB(750K User Available)	2MB (Used by Firmware)	2MB (Used by Firmware)
2D Symbologies	PDF417, Code49, Maxicode, Codablock, Datamatrix, QR	Maxicode, PDF417, MicroPDF, Code49, Codablock, Datamatrix, QR	Maxicode, PDF417, MicroPDF, Code49, Codablock, Datamatrix, QR
Calibration	Auto-calibration	Auto-calibration	Auto-calibration
Connectivity	Serial & Bi-directional Parallel	Serial & Bi-directional Parallel	Serial & Bi-directional Parallel
Power Supply	Broad range 90-265V	Broad range 90-265V	Broad range 90-265V
OPTIONS			
DRAM Upgradeable to:	NO (4MB Standard)	NO (4MB Standard)	NO (4MB Standard)
Optional Asian Fonts:	YES – individual EPROM purchase @ cost per font type	YES – w/ 1MB flash & Font Pack Option	YES – w/ 1MB flash & Font Pack Option
Flash Memory Upgrade:	NONE	1,2MB and 8MB Flash Option	1,2MB and 8MB Flash Option
Peel	YES – Full label & liner	YES – full roll w/ liner-take-up spindle option	YES – full roll w/ liner-take-up spindle option
Rewind	YES – Option	YES – Option	YES – Option
Cutter	YES – Option	YES – Option	YES – Option
Ethernet	YES – Option	YES – Option	YES – Option
Removable/Bi-Fold Door	NO	NO / NO	NO / NO
Footprint (H x W x L):	15.5" x 11.2" x 19.5" (394 x 283 x 459 mm)	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)

Brady 300MVP versus Zebra 90Xill+

STANDARD FEATURES	90Xill+	NEW 300MVP
		
List Price	4495€	2125€
Max. Print Speed (ips)	2-8ips (51-203mm)	2-6ips (51-152mm)
Resolution (dots/mm)	300 dpi (12 dots/mm)	300 dpi (12 dots/mm)
Print Width (max. in.)	3.4" (86mm)	4.09" (104mm)
Max. Print Length (Std In.)	80" (2032mm)	105" (2667mm)
Transmissive Sensor	STD Reflective/Transmissive Sensor	STD Reflective/Transmissive Sensor
Dot History Control	YES	YES
Bitmapped Fonts	9 Standard	9 Standard
Scalable Fonts	CG Triumvirate Bold Standard	CG Triumvirate Bold Standard / Font Pack Option
Frame Construction / Weight	Metal / 50lbs (23kg)	Metal / 32lbs (15kg)
LCD Display	STD	STD
ROM (Firmware)	Flash	Flash
Standard DRAM	16MB	4MB (2MB User Available)
Std. Flash Memory	2MB	2MB (Used by Firmware)
2D Symbologies	Maxicode, PDF417, MicroPDF, Code49, Codablock, Datamatrix, QR	Maxicode, PDF417, MicroPDF, Code49, Codablock, Datamatrix, QR
Calibration	Auto-calibration	Auto-calibration
Connectivity	USB, serial and bi-directional Parallel, Twinax, Coax, DBF Applicator interface	Serial & Bi-directional Parallel
Power Supply	Broad range 90-265V	Broad range 90-265V
OPTIONS		
DRAM Upgradeable to:	NO (16MB Standard)	NO (4MB Standard)
Optional Asian Fonts:	YES	YES – w/ 1MB flash & Font Pack Option
Flash Memory Upgrade:	Up to 1 GB (compact flash)	1,2MB and 8MB Flash Option
Peel	YES – Full label & liner option	YES – full roll w/ liner-take-up spindle option
Rewind	YES – Option	YES – Option
Cutter	YES – Option	YES – Option
Ethernet	YES – Option	YES – Option
Removable/Bi-Fold Door	NO/YES -Option	NO / NO
Footprint (H x W x L):	15.5" x 9.2" x 19.5" (394 x 232 x 495 mm)	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)

Brady MVP Series versus CAB A3



BRADY vs. CAB	Brady MVP Series	CAB A3
		
PRINT FEATURES		
Direct thermal, Direct Thermal	DT / TT	DT / TT
Print Width, max.	4.09" (104mm)	4.09" (104mm)/4.26" (108.4mm)
Print Length, max. w/std RAM	105" (2667mm)	40" (1000mm)
Print Length, optional w/add'l RAM	105" (2667mm)	40" (1000mm)
Dots/Inch, std	203 (8 dots/mm) / 300 dpi (12 dots/mm)	203 dpi (8 dots/mm) / 300 dpi (12 dots/mm)
Max Print Speed	2" - 10" / sec (51mm - 254mm)	6 IPS (150mm/sec.) / 8 IPS (200mm/sec.)
Auto-Calibration	Standard	Standard
Connectivity & Control Solution	BradyConnect - Standard	NO
Scalable Fonts Resident	Standard	Standard
MEDIA FEATURES		
Liner Width, max.	4.5" (114mm)	4.7" (120mm)
min.	1.0" (25mm)	0.47" (12mm)
Label Length, max.	39" (991mm)	40" (1000mm)
min. (Tear / Peel-Off)	0.25" (6.35mm 200dpi), 0.125" (3.18mm 300dpi) / 1.0 (25mm)	0.19" (5mm) / 1.0 (25mm)
Roll Size, O.D. & Mounting	8.0" (203mm)	8.0" (203mm)
Max Ribbon Length	1476' (450m)	1182' (360m)
OPTIONS		
Tear-Off	Standard	Standard
Peel-Off	YES - Option	YES - Option
Non-Roman (Asian) Font License	YES - Option	N/A
Cutter	YES - Option	YES - Option
LCD Display	Standard	YES
Rewind	YES - Option	YES - Option
Additional RAM (up to)	1,2MB & 8MB Flash	Up to 64MB (compact flash)
OTHER		
Standard RAM	4MB DRAM	8MB DRAM
Processor / Buffer	32 bit	32-bit
Interface		
Serial	YES - STD	YES - STD
Parallel	YES - STD	YES - STD
Ethernet	YES - Option	YES-Option
Shell & Case Construction	Metal	Metal
Weight	32lbs (15kg)	22 lbs.(10kg)
Size (H" x W" x L")	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	10.7" x 9.5" x 17.5" (274 x 242 x 446mm)
BASE UNIT LIST PRICE	1795 € / 2125 €	1830 € / 2080 €

CAB is a German manufacturer of bar code label printers, applicators and specialised cutting machines. They have a strong reputation in Europe for manufacturing high-quality/performance products. However, the performance capabilities of the *MVP series* still provide more value-add, as evidenced below.

Disadvantages of CAB A3 vs. Brady MVP Series

- Max 10 ips print speed on *MVP series* versus 8 ips on A3.
- The 300MVP prints on smaller label heights. According to the Brady standard formats
- The *MVP series* offers BradyConnect remote connectivity and control solution (standard). A feature currently not available on the A3 printers.
- Higher list price on A3-200 dpi compared to Brady's 200MVP price-performance value.

Brady MVP Series versus Argox 3000



BRADY vs. Argox	Brady MVP Series	Argox 3000
		
PRINT FEATURES		
Direct thermal, Direct Thermal	DT / TT	DT / TT
Print Width, max.	4.09" (104mm)	4.1" (104mm)
Print Length, max. w/std RAM	105" (2667mm)	30" (736mm)
Print Length, optional w/add'l RAM	105" (2667mm)	30" (736mm)
Dots/Inch, std	203 (8 dots/mm)/ 300 DPI (12 dots/mm)	300 DPI (12 dots/mm)
Max Print Speed	2" - 10" / sec (51mm - 254mm)	2" - 6" / sec (51mm - 152mm)
Auto-Calibration	Standard	Unknown
Connectivity & Control Solution	BradyConnect - Standard	NO
Scalable Fonts Resident	Standard	YES
MEDIA FEATURES		
Liner Width, max.	4.5" (114mm)	4.3" (110mm)
min.	1.0" (25mm)	1.0" (25mm)
Label Length, max.	39" (991mm)	30" (736mm)
min. (Tear / Peel-Off)	0.25" (200dpi), .125" (300dpi) / 1.0 (25mm)	1.0 (25mm)
Roll Size, O.D. & Mounting	8.0" (203mm)	8.0" (203mm)
Max Ribbon Length	1476' (450m)	1180' (360m)
OPTIONS		
Tear-Off	Standard	Standard
Peel-Off	YES – Option	YES – Option
Non-Roman (Asian) Font License	YES – Option	Unknown
Cutter	YES – Option	YES – Option
LCD Display	Standard	Standard
Rewind	YES – Option	YES – Option
Additional RAM (up to)	1, 2MB & 8MB Flash	2MB DRAM
OTHER		
Standard RAM	4MB DRAM	512K DRAM
Processor / Buffer	32 bit	32-bit
Interface		
Serial	YES – STD	YES – Option
Parallel	YES – STD	YES – STD
Ethernet	YES – Option	NO
Shell & Case Construction	Metal	Metal
Weight	32lbs (15kg)	25 lbs.(11kg)
Size (H" x W" x L")	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	9.4" x 9.8" x 16" (240 x 250 x 408mm)
BASE UNIT LIST PRICE	1795 € / 2125 €	1900 €

ARGOX, founded in 1996 in Taiwan, is an engineering oriented provider of systems & solutions for computer based barcode labelling systems. Their mission is to bring her leading innovation and first-rate productivity into the Auto ID industry with a commitment - to be the most competitive and reliable supplier of desktop label printers.

Disadvantages of Argox 3000 vs. Brady MVP Series

- MVP series offers BradyConnect remote connectivity and control solution (standard).
- Max 10ips print speed on MVP series versus 6ips on Argox 3000.
- More 2D fonts on MVP series compared to Maxicode and PDF417 variety on Argox 3000.
- More standard DRAM and upgradeable memory on MVP versus Argox 3000. Hence ability to print longer label formats.
- Brady offers European, technical support versus the offshore capabilities of Argox.

Brady MVP Series versus Datamax I-4208



BRADY vs. Datamax	Brady MVP Series	Datamax I-4208
		
PRINT FEATURES		
Direct thermal, Direct Thermal	DT / TT	DT / TT
Print Width, max.	4.09" (104mm)	4.09" (104mm)
Print Length, max. w/std RAM	105" (2667mm)	99" (2,515mm)
Print Length, optional w/add'l RAM	105" (2667mm)	99" (2,515mm)
Dots/Inch, std	203 (8 dots/mm) / 300 (12 dots/in)	203 (8 dots/mm)
Max Print Speed	2" - 10" / sec (51mm - 254mm)	2-6 IPS (51-152mm/sec.)
Auto-Calibration	Standard	Standard
Connectivity & Control Solution	BradyConnect - Standard	NO
Scalable Fonts Resident	Standard	Standard
MEDIA FEATURES		
Liner Width, max.	4.5" (114mm)	4.65" (118mm)
min.	1.0" (25mm)	1.0" (25.4mm)
Label Length, max.	39" (991mm)	99" (2,515mm)
min. (Tear / Peel-Off)	0.25" (200dpi), 0.125" (300dpi) / 1.0 (25mm)	0.25" (6mm)
Roll Size, O.D. & Mounting	8.0" (203mm)	8" (203mm)
Max Ribbon Length	1476' (450m)	1,968' (600m)
OPTIONS		
Tear-Off	Standard	Standard
Peel-Off	YES - Option	YES - Option
Non-Roman (Asian) Font License	YES - Option	Unknown
Cutter	YES - Option	YES - Option
LCD Display	Standard	Standard
Rewind	YES - Option	YES - Option
Additional RAM (up to)	1, 2MB & 8MB Flash	1MB Flash
OTHER		
Standard RAM	4MB DRAM	8MB STD (No Charge)
Processor / Buffer	32 bit	32-bit 66Mhz
Interface		
Serial	YES - STD	YES - STD
Parallel	YES - STD	YES - STD
Ethernet	YES - Option	YES - Option
Shell & Case Construction	Metal	Metal
Weight	32lbs (15kg)	45 lbs. (20.5 kg.)
Size (H" x W" x L")	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	18.6" x 12.62" x 12.7" (472 x 320 x 322mm)
BASE UNIT LIST PRICE	1795 € / 2125 €	1785 €

Datamax recently introduced their E, I and W class printers to streamline their product line.

Disadvantages of Datamax I-4208 vs. Brady MVP Series

- The MVP series offers BradyConnect remote connectivity and control solution (standard). A feature currently not available on Datamax printers.
- Ribbon sensor on Datamax senses ribbon spindle movement, whereby MVP sensor looks for presence of ribbon at the printhead. Hence, Datamax unit could continue printing on ribbon trailer causing blank labels and data loss to occur as well as possible printhead damage.
- 8ips max. print speed on I-4208 versus 10 ips on MVP series.
- LED indicator lights difficult to read versus MVP series high contrast LCD – readable in either dim or bright light.

Brady MVP Series versus Intermec E4



Brady vs. Intermec	Brady MVP Series 	Intermec E4 
PRINT FEATURES		
Direct thermal, Direct Thermal	DT / TT	DT / TT
Print Width, max.	4.09" (104mm)	4.09" (104mm)
Print Length, max. w/std RAM	105" (2667mm)	Unknown
Print Length, optional w/add'l RAM	105" (2667mm)	Unknown
Dots/Inch, std	203 (8 dots/mm) / 300 dpi opt	203 (8 dots/mm)
Max Print Speed	2" - 10" / sec (51mm – 254mm)	6 ips (152mm/sec)
Auto-Calibration	Standard	NO
Connectivity & Control Solution	BradyConnect - Standard	EasyLan10I – Option (Ethernet dependent)
Scalable Fonts Resident	Standard	Standard
MEDIA FEATURES		
Liner Width, max.	4.5" (114mm)	4.5" (114mm)
min.	1.0" (25mm)	0.4" (10mm)
Label Length, max.	39" (991mm)	Unknown
min. (Tear / Peel-Off)	0.25" (200dpi), 0.125" (300dpi) / 1.0 (25mm)	Unknown
Roll Size, O.D. & Mounting	8.0" (203mm)	6.0" (152mm)
Max Ribbon Length	1476' (450m)	656' (200m)
OPTIONS		
Tear-Off	Standard	Standard
Peel-Off	YES - Option	Standard
Non-Roman (Asian) Font License	YES - Option	NO
Cutter	YES - Option	YES - Option
LCD Display	Standard	NO
Rewind	YES - Option	Standard
Additional RAM (up to)	1, 2 & 8MB Flash	1MB Flash
OTHER		
Standard RAM	4 MB DRAM	512K DRAM
Processor / Buffer	32 bit	32-bit
Interface		
Serial	YES – STD	YES – STD
Parallel	YES – STD	YES – STD
Ethernet	YES – Option	NO
Shell & Case Construction	Metal	Plastic
Weight	32lbs (15kg)	10 lbs. (4.7kg.)
Size (H" x W" x L")	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	6.7" x 9.3" x 13.8" (170 x 236 x 350mm)
BASE UNIT LIST PRICE	1795 € / 2125 €	1420 €

The Intermec Technologies name has global recognition coupled with a reputation for being a one source supplier of complete AIDC solutions (e.g. *systems provider printers, labels, data collection terminals, etc.*). Compared to Brady, their company focus remains heavily geared toward RF systems and terminals – and less on labels and printers.

Disadvantages of Intermec E4 vs. Brady MVP Series

- Faster print speed capability on *MVP* (up to 10ips) versus 6ips on the E4.
- Plastic housing on Intermec E4 versus full metal enclosure on MVP Series.
- Standard LCD and Ethernet option on *MVP* versus no Ethernet or LCD on E4.
- No auto-calibration feature on E4 versus standard on *Brady MVP*.
- The *MVP* series offers BradyConnect remote connectivity and control solution (standard).
- Full 8" roll capacity on *MVP series* versus 6" on Intermec E4.
- More DRAM memory on *MVP series* (2MB versus 512K) enabling users to print longer label formats up to 105".

Brady MVP Series versus Printronix T-4204



BRADY vs. Printronix	Brady MVP Series 	Printronix Thermaline T-4204 
PRINT FEATURES		
Direct thermal, Direct Thermal	DT / TT	DT / TT
Print Width, max.	4.09" (104mm)	4.09" (104mm)
Print Length, max. w/std RAM	105" (2667mm)	45" (1143mm)
Print Length, optional w/add'l RAM	105" (2667mm)	45" (1143mm)
Dots/Inch, std	203 (8 dots/mm)/ 300 (12 dots/mm)	203 (8 dots/mm)
Max Print Speed	2" - 10" / sec (51mm - 254mm)	6" / sec (152mm)
Auto-Calibration	Standard	NO
Connectivity & Control Solution	BradyConnect - Standard	Optional- PrintNet Plus
Scalable Fonts Resident	Standard	NO
MEDIA FEATURES		
Liner Width, max.	4.5" (114mm)	4.5" (114mm)
min.	1.0" (25mm)	1.0" (25.4mm)
Label Length, max.	39" (991mm)	45" (1143mm)
min. (Tear / Peel-Off)	0.25" (200dpi), 0.125" (300dpi) / 1.0 (25mm)	N/A
Roll Size, O.D. & Mounting	8.0" (203mm)	8" (203mm)
Max Ribbon Length	1476' (450m)	1181' (360m)
OPTIONS		
Tear-Off	Standard	Standard
Peel-Off	YES - Option	Standard
Non-Roman (Asian) Font License	YES - Option	NO
Cutter	YES - Option	YES - Option
LCD Display	Standard	Standard
Rewind	YES - Option	Standard
Additional RAM (up to)	1, 2 & 8MB Flash	N/A
OTHER		
Standard RAM	4 MB DRAM	4MB DRAM / 4MB Flash
Processor / Buffer	32 bit	32-bit
Interface		
Serial	YES - STD	YES - STD
Parallel	YES - STD	YES - STD
Ethernet	YES - Option	YES - Option
Shell & Case Construction	Metal	Metal
Weight	32lbs (15kg)	35 lbs. (16kg.)
Size (H" x W" x L")	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	12.2" x 9.3" x 15.75" (310mm x 236mm x 400mm)
BASE UNIT LIST PRICE	1795 € / 2125 €	2428 €

Founded in 1974, Printronix is an acknowledged supplier and innovator of line matrix printers and continuous form laser printers. Their T5000 thermal printer line expands their product focus into the realm thermal bar coding.

Disadvantages of Printronix T-4204 vs. Brady MVP Series

- Higher list price on T4204 versus affordable MVP series.
- 10ips print speed on MVP versus max 6 ips on T4204.
- The MVP series comes standard with BradyConnect remote connectivity and control solution. PrintNet Plus is optional on T4204 and limited to Java platforms. Also, does not include ZBI function.
- NO auto-calibration on T4204 versus standard on MVP
- Collapsible ribbon release on MVP series versus cumbersome core to core system on T4204
- More expandable memory on MVP series versus T-4204.

Brady MVP Series versus Sato CL408e



BRADY vs. Sato	Brady MVP Series	Sato CL408e
		
PRINT FEATURES		
Direct thermal, Direct Thermal	DT / TT	DT / TT
Print Width, max.	4.09" (104mm)	4.10" (104mm)
Print Length, max. w/std RAM	105" (2667mm)	14" (356mm)
Print Length, optional w/add'l RAM	105" (2667mm)	49" (1249mm)
Dots/Inch, std	203 (8 dots/mm) 300 (12 dots/in)	203 (8 dots/mm)
Max Print Speed	2" - 10" / sec (51mm - 254mm)	2" - 6" / sec (51mm - 152mm)
Auto-Calibration	Standard	NO
Connectivity & Control Solution	BradyConnect - Standard	NO
Scalable Fonts Resident	Standard	Standard
MEDIA FEATURES		
Liner Width, max.	4.5" (114mm)	5.15" (131mm)
min.	1.0" (25mm)	0.87" (22mm)
Label Length, max.	39" (991mm)	49" (1249mm)
min. (Tear / Peel-Off)	0.25" (200dpi), 0.125" (300dpi) / 1.0 (25mm)	Unknown
Roll Size, O.D. & Mounting	8.0" (203mm)	8.0" (203mm)
Max Ribbon Length	1476' (450m)	1476' (450m)
OPTIONS		
Tear-Off	Standard	Standard
Peel-Off	YES - Option	YES - Option
Non-Roman (Asian) Font License	YES - Option	Unknown
Cutter	YES - Option	YES - Option
LCD Display	Standard	Standard
Rewind	YES - Option	NO
Additional RAM (up to)	1, 2MB & 8MB Flash	4MB Flash / 16 MB PCMCIA-OPT
OTHER		
Standard RAM	4MB DRAM	18MB STD
Processor / Buffer	32 bit	32-bit RISC/133 MHz
Interface		
Serial	YES - STD	YES - STD
Parallel	YES - STD	IEEE/USB
Ethernet	YES - Option	YES - Option
Shell & Case Construction	Metal	Metal
Weight	32lbs (15kg)	29 lbs. (13 kg.)
Size (H" x W" x L")	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	12.6" x 16.9" x 10.6" (320 x 429 x 269mm)
BASE UNIT LIST PRICE	1795 € / 2125 €	1582 €

Sato's business philosophy is based on the notion of manufacturing rugged, dependable bar code printers for warehousing and industrial environments.

Disadvantages of Sato CL408e vs. Brady MVP Series

- The MVP offers BradyConnect remote connectivity and control solution (standard).. A feature currently not available on Sato printers.
- No auto-calibration on CL408e -instead dip switches are factory set at 1/8" between labels.
- LCD standard on CL408e but only enables you to receive error messages, on-line/off-line ready signal and darkness settings – all other configurations are dip switch controlled.
- Made in Japan (i.e. sourcing of parts and technical expertise may take longer and be more difficult to obtain).

Brady MVP Series versus TEC B-472

BRADY vs. TEC	Brady MVP Series 	TEC B-472 
PRINT FEATURES		
Direct thermal, Direct Thermal	DT / TT	DT / TT
Print Width, max.	4.09" (104mm)	4.09" (104mm)
Print Length, max. w/std RAM	105" (2667mm)	15" (384mm)
Print Length, optional w/add'l RAM	105" (2667mm)	35" (896mm)
Dots/Inch, std	203 (8 dots/mm) 300 (12 dots/mm)	203 (8 dots/mm)
Max Print Speed	2" - 10" / sec (51mm - 254mm)	2" - 10" / sec (51mm - 254mm)
Auto-Calibration	Standard	NO
Connectivity & Control Solution	BradyConnect - Standard	NO
Scalable Fonts Resident	Standard	NO
MEDIA FEATURES		
Liner Width, max.	4.5" (114mm)	5.5" (140mm)
min.	1.0" (25mm)	2.0" (51mm)
Label Length, max.	39" (991mm)	35" (896mm)
min. (Tear / Peel-Off)	0.25" (200dpi), 0.125" (300dpi) / 1.0 (25mm)	N/A
Roll Size, O.D. & Mounting	8.0" (203mm)	8" (203mm)
Max Ribbon Length	1476' (450m)	1968' (600m)
OPTIONS		
Tear-Off	Standard	Standard
Peel-Off	YES - Option	Standard
Non-Roman (Asian) Font License	YES - Option	Standard
Cutter	YES - Option	YES - Option
LCD Display	Standard	Standard
Rewind	YES - Option	Standard
Additional RAM (up to)	1, 2MB & 8MB Flash	1MB RAM / 4MB PCMCIA
OTHER		
Standard RAM	4MB DRAM	512 DRAM/ 256K Flash
Processor / Buffer	32 bit	16-bit
Interface		
Serial	YES - STD	YES
Parallel	YES - STD	YES - Option
Ethernet	YES - Option	NO
Shell & Case Construction	Metal	Metal
Weight	32lbs (15kg)	37 lbs. (17 kg.)
Size (H" x W" x L")	13.3" x 10.9" x 18.7" (338 x 277 x 475 mm)	12.1" x 11.4" x 18.1" (308mm x 291 x 460mm)
BASE UNIT LIST PRICE	1795 € / 2125 €	

TEC Corporation is a Japanese based manufacturer of retail and package delivery systems and other electronic systems and components. TEC's AIDC product offerings include thermal bar code printers and POS terminals.

Disadvantages of TEC B-472 vs. Brady MVP Series

- The MVP offers BradyConnect remote connectivity and control solution (standard).
- Scalable fonts standard in MVP versus bitmap variety on TEC B-472.
- NO auto-calibration on TEC B-472 versus standard on MVP series
- Slower 16-bit processor on TEC B-472 versus 32-bit on MVP.
- Less standard DRAM and Flash memory on TEC 472 versus MVP.
- Made in Japan (i.e. sourcing of parts and technical expertise may take longer and be more difficult to obtain).

NOTE: ALL product data based on manufacturers' published spec sheets, which are subject to change without notice. N/A or Unknown denotes data not found or available.