

Technical Specifications

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| Print Methods | Continuous-tone, 24-bit color dye-sublimation and resin thermal spot and process color |
| Resolution | 600 x 300 dpi (2400 dpi effective resolution in dye-sublimation mode) |
| Colors | Up to 16.7 million continuous-tone and dithered colors |
| Print Speeds | Dye-Sublimation (CMYO): 5 minutes/page Resin Thermal (CMY): 3 minutes/page |
| Ribbons | Dye-Sublimation: 50 prints/roll Resin Thermal: 50 prints/roll Resin Spot, 26 available colors, 200 prints/roll |
| Substrates | Dye-Sublimation Adhesive-Backed Receiver: White, 100 prints/roll Vinyl: White Cast, White Calendered, and Clear Cast, 100 prints/roll Polyester: White, Silver and Gold, 100 prints/roll |
| Page Size | 12" x 20" (305mm x 508mm) |
| Maximum Image Area | 11.71" x 17.3" (297mm x 439mm) |
| Dimensions | 56.25" L x 14.25" H x 20.25" D (143cmL x 36.2cmH x 51.4cmD) |
| Weight | 105 lbs. (47.63 Kg) |
| Standard Interfaces | Centronics-ECP type parallel |
| Minimum System Requirements | Pentium III/IV or equivalent, 128 MB RAM, ECP parallel port, 2 GB minimum hard drive space |
| Power | 100/110-120/220-240 VAC, 50/60 Hz |
| Approvals | Safety: UL, UL-C, CE EMC: FCC Class B, CE |

Attention Professional Printers!

Pictura3000 is the ideal solution for flexo, offset, screen or "quick" printers who are looking to build new business by offering short-run labels and decals.

- Generates profitable short runs
- Reduces production time dramatically
- Eliminates artwork, film, dies, inks, make-ready and clean-up
- Produces solid-tone photo-quality printing with no screen patterns or dithering
- Cuts any size or shape

Upholding the Primera Tradition

As an industry leading pioneer in low-cost bar code label printers, color page printers, CD/DVD printers and the world's best-selling CD/DVD duplicators, Primera Technology has built a solid reputation for excellence and innovation. Pictura3000 continues this tradition of establishing industry-leading standards for digital label and decal production. We understand the needs of our users and maintain an unwavering commitment to providing them with break-through technology and outstanding, professional service and support.

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NEW!

pictura 3000
digital label & decal press



PRIMERA
TECHNOLOGY, INC.

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

A world of design possibilities is at your fingertips with the new Pictura3000 Digital Label and Decal Press. With Pictura3000 you can print and cut labels or decals in literally any color, size or shape – directly from your Windows®-based PC! This innovative, rugged press is designed for non-stop production environments. It works automatically, printing and cutting in one simple, unattended process.

pictura 3000
digital label & decal press



Innovative Technology Insures Professional-Quality Results

Pictura3000 uses advanced resin-thermal and dye-sublimation printing technologies to fuse images permanently onto substrates through heat and pressure. The results are as impressive as the technology itself – detail is sharp and colors are bright and vibrant. Our exclusive, built-in RasterText™ feature lets you print text as small as 6 points with incredible clarity. Using dye-sublimation ribbons, you can print real photographs and solid colors in any of 16.7 million different hues with no dot patterns or dithering. Variable information such as serial numbers can also be inserted into each label printed.

Reliable Operation in Production Shops

Printing substrates are roll-fed into Pictura3000's straight paper path for maximum reliability in continuous duty applications. An entirely new print engine makes the process simple and trouble-free. Roll after roll, you'll get print quality and reliability that exceeds that of any other digital label press available!



Automatic Built-In Die-Cutting

With Pictura3000's patented Digital Die-Cut™ technology, printing and precision die-cutting are incorporated into one easy, timesaving step. Just import your design and select a cut format.



Choose from a list of "standard" die-cuts such as squares, circles or starbursts in any size, or a "contour cut" that automatically and precisely follows the outline of the image.

Wide Variety of Substrates

With Pictura3000 you can choose from many different label and decal materials, including clear, white and colored vinyl and white, gold and silver polyesters. Our new ClearView™ overlamine ribbon can be printed onto any of these substrates to further protect against handling and abrasion.

Pictura3000 is also ideal for producing "domed" labels, popular for nameplates and specialty advertising applications such as key chains, cuff links and money clips.

PANTONE® Color Matching

Pictura3000 includes software that allows you to produce virtually any PANTONE color when printing in dye-sublimation mode. It also incorporates our exclusive PrimaColor™ Color Matching Software to assure brilliant, accurate colors for photographic images.

PressPrint™ Software and LCD Display Makes Production Simple

All press operations are controlled with our powerful PressPrint Software for Windows. This



easy-to-use program lets you import files, "step and repeat" images, print, and die-cut automatically. The large, easy to read LCD front-panel display tells you exactly what the printer is doing at all times. It even tells you if you've loaded incompatible ribbons or substrates, saving you time and money.