inkjet
technology by [hp® invent]

Fashion Statement!

123 Style Avenue
New York, NY 10010
(212) 123-4567

AUGUST 15, 2004	11:18 AM
TRANSACTION #	33579X4H
GIFT CERTIFICATE	50.00
BLACK DENIM PANTS	35.00
TURTLENECK SWEATER	28.00
SOCKS (1 PAIR)	8.00
SOCKS (1 PAIR)	8.00
SUBTOTAL	129.00
SALES TAX 6%	4.74
TOTAL	133.74
CHECK RECEIVED	133.74
CHANGE DUE	0.00

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SAVE 15%

Order online or through our
catalog before December 15, 2005

Sharp monochrome
printing in your choice
of four inkjet colors.

Ink dries in a split second.
Smudges? What smudges?

PowerPocket® located
underneath printer,
for secure storage
of power supply.

Integrated auto-cutter.
(510 version only.)

Each HP cartridge
has a 7-million
character life span.

ithaca
510

Vertically-mounted
board defies spills.

Easy to integrate.
Major emulations
readily available.

Meet the star of our affordable,
reliable new line of monochrome inkjet printers.

- Incredibly affordable POS printer that doubles as a customer-retention/marketing tool.
- Prints crisp, clear monochrome graphics, coupons, special offers, you name it.
- Features Hewlett-Packard inkjet technology.

- It's fast—12+ lines per second.
- Quieter than any impact.
- Insta-Load® automatic paper loading system accommodates large paper rolls.
- Unbeatable inkjet value.

ithaca®
a **TRANS**ACT brand

Meet the new Ithaca® 510 & 500 inkjet printers. One features a built-in auto-cutter, one does not—but both are designed to be the best values in monochrome inkjet printers. With the only difference being the auto-cutter feature, the Ithaca 510 and 500 come loaded with the real-world features you need: proven Hewlett-Packard inkjet technology, 12+ lps, the ability to accommodate 4-inch-diameter paper rolls, plus conveniences like our Insta-Load® automatic paper loading system and operator-friendly, easy-to-change cartridge. All backed by Ithaca's solid reputation for quality and reliability.

Ithaca® 500

inkjet technology by **hp** invent

OUR PRINTING CHARACTERISTICS
Print Speed: (@ 8 LPI): 12 LPS @ 10 CPL
6 LPS @ 40 CPL
Characters per line (CPL): 74 maximum (default = 43)
Lines per inch: Selectable (defaults = 6 and 8)
Characters per inch: Selectable to 30 maximum
(defaults = 13, 14.8 and 17.3)

OUR INTERFACE OPTIONS
RS232C: Bi-Directional Serial
(9-Pin D-shell or 25-Pin D-shell)
IEEE1284: Bi-Directional Parallel
(25-Pin D-shell or 36-Pin Centronics)
Universal Serial Bus (USB)
802.11b Wireless

OUR PRINTER DRIVERS
Windows™ 95/98/2000/Me/XP, NT 4.0, OPOS

OUR OPTIONS
- Monochrome Printing (Black, Red, Green or Blue)
- Auto-Cutter: Partial Cut (standard on 510 only)
- Buzzer
- Adjustable Paper Low Sensor
- Choice of Warranties: 2, 3, 4 or 5 years

OUR POWER REQUIREMENTS
Small power brick internally mounted in PowerPocket® slot: 100-240 VAC Universal Switcher, 47-63 Hz
OR
24 VDC from external power source

OUR RELIABILITY
Model 500 in full operation (tear-bar model)*
MTBF: 30,000 hours
Model 510 with Auto-Cutter: 1,000,000 cuts

*Reliability data is based on our standard test conditions simulating a normal retail operating environment.

OUR ENVIRONMENTAL SPECS
Operating Temperature:
0 to +45 degrees C (32 to +113 degrees F)
Storage Temperature:
-10 to +60 degrees C (14 to +140 degrees F)
Operating Humidity:
10 to 90% RH non-condensing
Storage Humidity:
10 to 90% RH non-condensing

OUR MEDIA
Paper Roll (one-ply receipt):
Width: 76 mm (3.0 in.)
Diameter: 100 mm (4.0 in.)
Thickness: .076 mm to .102 mm (.003 in. to .004 in.)

OUR PRINT CARTRIDGES**
Black, red, blue, green:
Average 7 million characters to ink depletion (avg. 16 dots/character)
**Reliability data is based on HP test results.

OUR FEATURES AND BENEFITS
- Print Speed: 12 lps at 10 char. per line
- Print Resolution: Max. 208 dpi Horizontal, 96 dpi Vertical
- Simple Snap-In Cartridge with Fast-Drying Ink
- Standard Warranty: One Year (Extended Warranties Available)
- PowerPocket® for Protected and Secure Storage of Power Supply
- Patented Insta-Load® Automatic Paper Loading
(Holds up to a 100 mm (4 in.) diameter paper roll)
- Logic-Seeking
- Cabinet Color: Dark Gray
- Cash Drawer Drivers: Dual with Status (Single RJ12)
- Font Selections: Draft, Large Draft and Near Letter Quality
- Selectable Printing Features of Bold, Italics, Size Scaling and Rotated
- Emulations: Ithaca/IBM, Epson ESC/POS*, Epson TM-U200*, Star, Citizen iDP 35xx, Microline
- APA and Epson Bit Map Graphics
- Data Buffer: 8K (Adjustable)
- 16K RAM Buffer for User-Defined Character Set or Bit Image (Adjustable)
- 16K Non-Volatile Flash Buffer for Multiple Character Set and Bit Image Storage
- Memory: 256K Flash and 128K RAM
- Bar Codes: Code 39, Code 93, Interleaved 2 of 5, UPC-A and UPC-E, EAN8 and EAN13, Code 128
- Software Developer's Toolkit Available
- Print Zone Width: 63.5 mm (2.5 in.)
- 65 Language Character Sets Supported (EURO Character Included)
- Self-Diagnostics
- Paper Out Indicator
- Ink Low Indicator

*Automatic Status Back feature available as an option.

OUR REGULATORY COMPLIANCE
FCC Class A   ULc   CE Mark   UL 1950   TUV

OUR PHYSICAL CHARACTERISTICS
Dimensions (Model 500): 172 mm W x 248 mm D x 134 mm H
(6.75 in. W x 9.75 in. D x 5.25 in. H)
Dimensions (Model 510): 172 mm W x 248 mm D x 147.6 mm H
(6.75 in. W x 9.75 in. D x 5.81 in. H)
Weight: 2.7 kg (6 lbs.)
Shipping Weight: 3.6 kg (8 lbs.)

WHO WE ARE
TransAct Technologies, Inc. (NASDAQ: TACT) develops, assembles, markets and services transaction printers under the Ithaca® brand name. In addition, we market related consumables, spare parts and service. Our printers are used worldwide to provide receipts, tickets, coupons, register journals and other documents. TransAct focuses on two core markets: point-of-sale (POS) and banking; and gaming and lottery. All TransAct printers are manufactured in ISO9001-certified facilities.

ISO 9001 CERTIFIED

WHERE TO REACH US
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ithaca® 510