



THE TOUCHPOINT OF INDIA



LP 44

LABEL PRINTER

Label and barcode printer



Dual Motor Gear - Allows ribbon and media to run on independent motors for trouble-free operation



High Memory Capacity - Comes with 8 MB SDRAM & 4 MB flash memory for large data processing and efficiency



High Ribbon Capacity Of 300 mtrs - Highest in its category, reduces standby time significantly



Black Mark Sensor - Ideal application for printing a wide range of tickets



Simple To Operate - Easy to load media option. Closed top cover ensures reduced dust accumulation and low maintenance

The LP 44 Advantage

The TVS Electronics LP 44 (thermal transfer) desktop label printer is a combination of robustness, performance and ergonomics for applications in retail. The printer has flexible communication options enabling users to utilise the available ports without interfering with other connected equipment of the computer. LP 44 comes with RS-232 serial and parallel / USB (optional). The product's ergonomic design (large ribbon capacity and dual motor) ensures reduced user fatigue and maximises comfort. LP 44 can print from 2" - 4" wide media at a speed of 4 inches per second.

LP 44 is designed to withstand tough Indian POS environments where wide varying voltage and dusty conditions are a common feature - protecting the life of your investment.

All this comes from a brand that has been an epitome of trust - TVS Electronics, a company that has understood the Indian retailer better than no other.

Dual Motor Gear - LP 44 printer has unique dual motor gear which allows the ribbon and the media to operate on different motors. Since the movement of these is independent of each other, this ensures NO paper jams!

High Memory Capacity - LP 44 printer comes with 8 MB DRAM and 4 MB flash memory that allows you to download large data and store numerous kinds of fonts and images. This improves the process efficiency remarkably.

High Ribbon Capacity - LP 44 printers come with a ribbon capacity of 300 M - highest in its category. It not only addresses the problem of frequent ribbon changes but also reduces standby time, critical for the retail environment.

Simple to Operate - LP 44 printers come with an easy to load media option. These printers have a closed top cover which reduces dust accumulation and any external intervention thereby making it a low maintenance product.

Black Mark Sensor - LP 44 is equipped with Black Mark Sensor which makes it suitable for various applications.

Specifications

OPERATIONAL

Printing Method	: Direct thermal and thermal transfer
Print Speed	: 4 ips (102 mm/sec)
Resolution	: 203 dpi
Max. Print Width	: 104 mm (4.09)
Max. Print Length	: 1016 mm (40)
Physical Dimensions	: 288 x 232 x 156 (L x W x H) mm

RIBBON SPECIFICATIONS

Capacity	: 300 m
Core	: 1

Max Outer Diameter	: 67 mm
Label Roll Capacity	: 109.2 mm (4.3)
Processor	: 32 bit RISC CPU
Memory	: 4 MB flash; 8 MB DRAM
Interface	: Parallel / Serial or USB / Serial
Power Supply	: AC input 100 - 200V universal switching power
DC Output	: 24V, 2A

SENSORS

Sensors	: Transmissive sensor, Reflective sensor and Ribbon-end sensor
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Internal Font	: 8 alpha-numeric bitmap fonts, one true type font - CG Triumvirate Bold Condensed
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Code Page	: Code page 850, 852, 860, 863, 865, 857, 861, 1252, 1250, 1254, Latin 1, 2, 9
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BARCODE FONT

1D Barcode	: Code 39, Code 39C, Code 93, Code 128UCC, Code 128 subsets A, B, C, Codabar, Interleaved 2 of 5, EAN-8, EAN-13, EAN-128, UPC-A, UPC-E, EAN and UPC 2(5) digits add-on, MSI, PLESSEY, POSTNET, China POST, ITF-14, EAN-14
2D Barcode	: PDF-417, Maxicode, Datamatrix, QR Code
Font & Barcode	: 0, 90, 180 & 270
Rotation	
Printer Language	: TSPL2; TSPL-EZ

MEDIA

Media Type	: Continuous, die-cut, fanfold, black mark, tag
Media Wound Type	: Outside wound
Media Width	: 25.4 ~ 114 mm (1 ~ 4.4)
Media Thickness	: 0.06 ~ 0.25 mm (2.36 ~ 9.84 mil)
Media Core Diameter	: 25.4 ~ 76.2 mm (1 ~ 3)
Label Length	: 10 mm ~ 1016 mm
Safety Regulation	: FCC Class A, CE Class A, C-Tick Class A, BSMI Class A, TUV/GS, CC

ACCESSORIES

Accessories	: Bartender ultralite edition labelling software CD Quick start guide External auto switching Power supply Power cord Label spindle Ribbon spindle Ribbon rewind spindle paper core
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Best suited for printing

Retail | Healthcare | Warehouse | Transports & Logistics | Insurance & Finance | Shipping

CUSTOMER SEGMENTS



Supermarket



Departmental & Grocery Shops



Library



Apparels



Books, Gifts & Stationery



Jewellery



Couriers



Hospitals

ORDERING INFORMATION

3006210005	LP 44 BP
3006210006	LP 44 BU

OPTIONAL ACCESSORIES

2017160002	PRINT HEAD (203 DPI)
2027050002	300 MT RIBBON

DEALER STAMP

TVS ELECTRONICS LIMITED:
South Phase 7A, Second Floor,
Industrial Estate, Guindy, Chennai - 600 032.
Call: 1800 200 5123 / 3030 9797 (prefix city STD code)
Visit: www.tvse-e.in