TX210 Series
Desktop Barcode Printer

An Advanced Printer You Can Rely On

Agenda

- Company Introduction
- Target Applications
- Why TX210 Series?
- Appearance
- Selling Points
- Key Feature & Takeaway
- Accessory Set
- Specification and Benchmark
- Sales Strategy
- On-Site Service and TSC Printronix Auto ID Academy

TSC Printronix Auto ID is a leading designer and manufacturer of innovative thermal printing solutions.

The company is comprised of two-industry-leading brands, TSC and Printronix Auto ID and has over 65 years of combined industry experience, strong local sales engineering support, and a history of continuous investment in new product development. TSC Printronix Auto ID is capable of quickly adapting solutions to meet the needs of customers, from small businesses to Fortune 500 companies.

TSC Auto ID offers budget-friendly desktop printers to high-performance industrial solutions including rugged mobile printers.

Printronix Auto ID offers premium, enterprise-level applications with a selection of high-end features including RFID encoding and integrated barcode verification.

TSC and Printronix Auto ID are proud members of the **TSC Auto ID Technology Company family**.

Company Snapshot

30	**5**	**$200+**	**5 M**
Years in Auto ID Industry	A Top 5 Leader in the Auto ID Industry	Annual Revenue (in Millions USD)	Printers installed globally

87	**12**	**100+**	**750**
Patents	Years listed on the Taiwan Stock Exchange	Countries we do business in globally	Employees worldwide

Our Journey

1991
Sets up Printer Division in parent company, for OEM Partnership with Eltron

1996
Expansion to Americas

2002
Expansion to Europe

2003
Production assembly in Tianjin Plant

2006
Moved to Li Ze Plant

2007
Spin-off from parent company

2008
Listed on the Taiwan Stock Exchange

2011
Expansion to Russia and Middle East

2016
Acquisition of Printronix thermal and AIDC business

2019
Acquisition of Diversified Labeling Solutions, Inc. (DLS)

2021
30 years in the AIDC industry

TSC PRINTRONIX AUTO ID

Key Applications

Manufacturing

- Product Marking
- Compliance Labeling
- Inventory Control

Transportation & Logistics

- Shipping label
- Receiving label

Healthcare

- Specimen Labeling
- Laboratory
- Patient Tracking

Why TX210 Series?

- The TX210 series, a high-performance desktop label printer, designed to handle a wide variety of applications ranging from high-volume production of shipping labels to safety signage and fine-jewelry labeling.

- The TX210 series supports an economically efficient 300-meter ribbon and has blazing fast print speeds of up to 8 inches per second with the easy-to-read LED multi-icon display (standard), and an optional color LCD display.

- The TX210 series supports more applications than any other printer in its class, especially the unique standalone application, and the 600 dpi higher-resolution product marking and graphics, and labels used in electronics marking applications.

- The TX210 series with the built-in Ethernet or the optional 802.11 ac Wi-Fi is well prepared for IoT environment with SOTI connect management solution will bring you higher work efficiency.
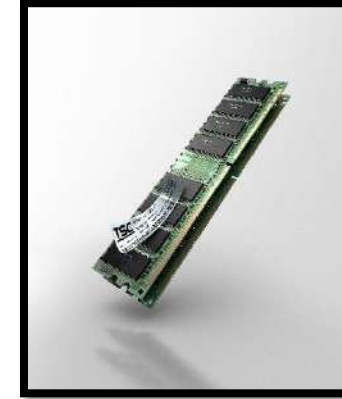
Why TX210 Series?

TSC Auto ID has 30 years of proven industry experience with continuous focus on superior product quality, tailored solutions and overall customer care. We are driven to create products that are easy-to-use, feature-rich, and give our customers maximum value and performance.
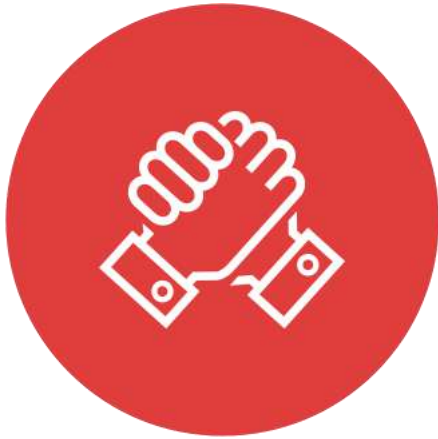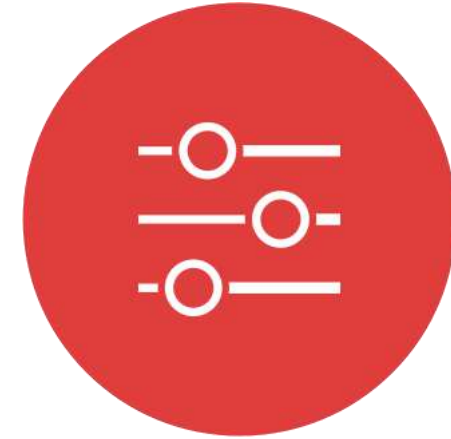
Customer-Centric Culture

- High printing quality and precious printout especially for small label
- Exclusive TPH Care support

Intuitive Design

- Wide open angle and automatic centering media holder for easy media loading
- Intuitional ribbon loading
- Easy-to-read UI of 3.5" LCD or big status icon panel

Advanced Customization

- MFi Bluetooth 5.0 or 802.11 ac w/ Bluetooth 4.2
- Dynamic printer management
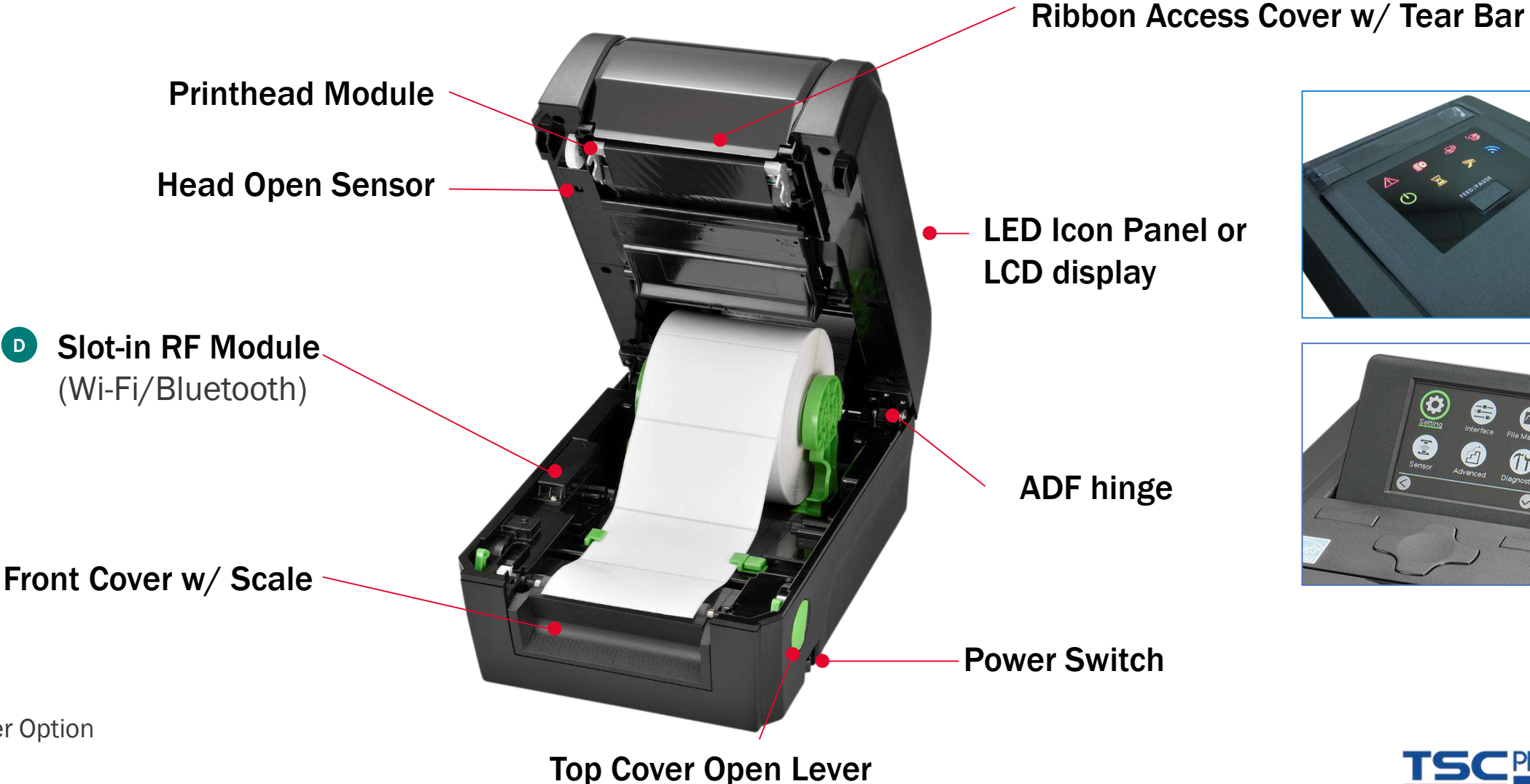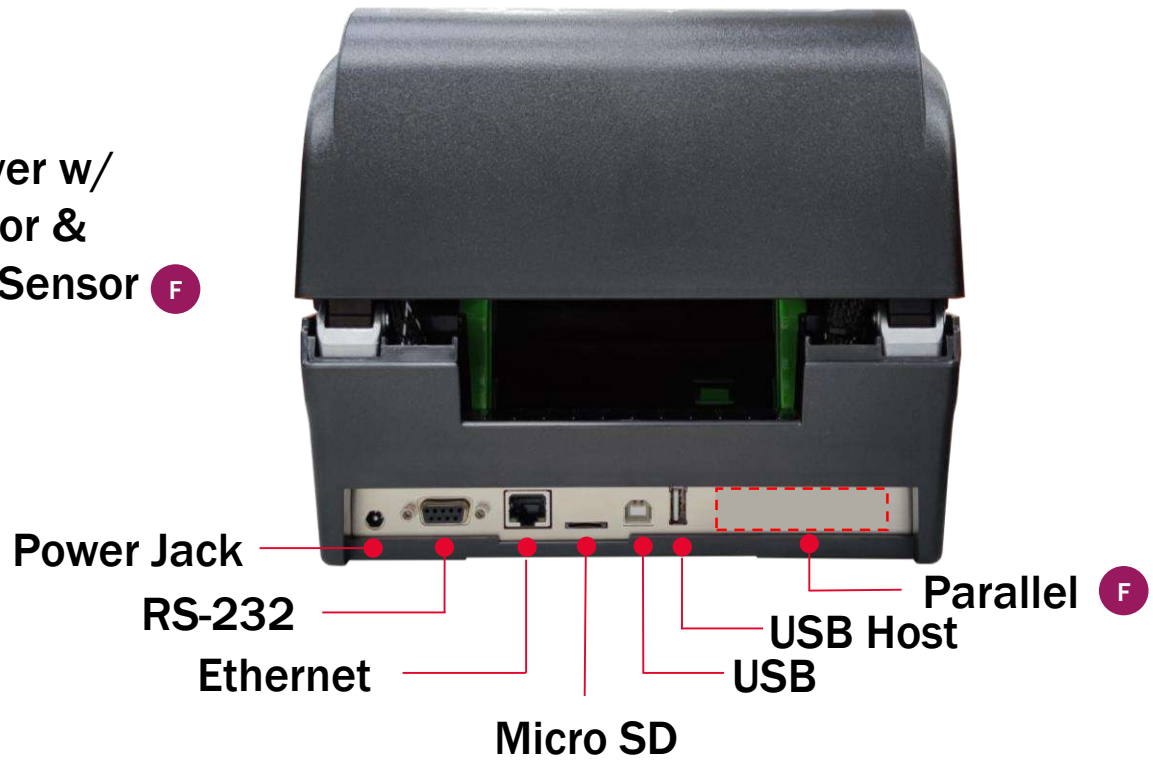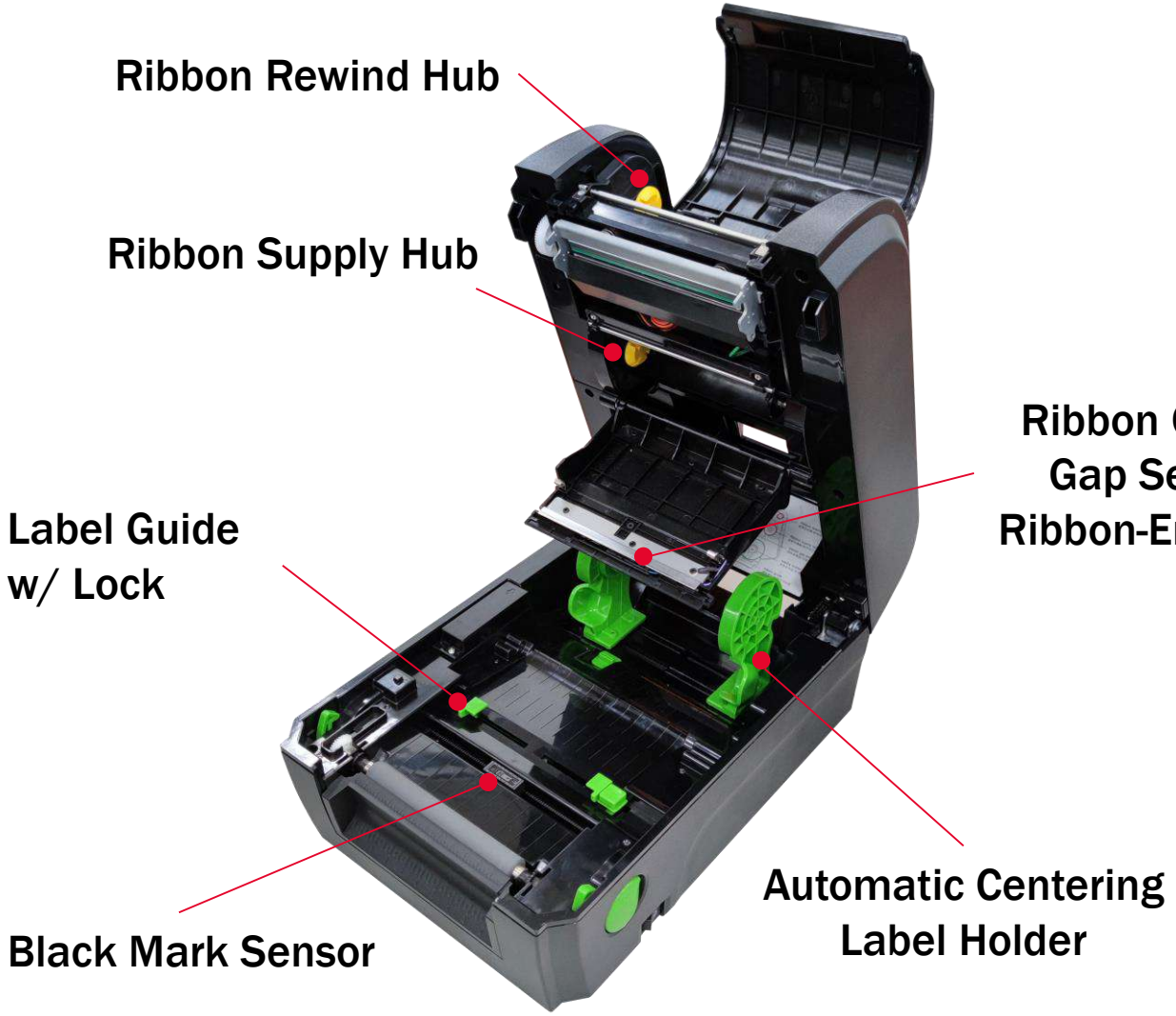
Appearance

Front View

TX210 LED

TX210 LCD

Interior and Rear View

Ribbon Access Cover w/ Tear Bar

Printhead Module

Head Open Sensor

LED Icon Panel or LCD display

D Slot-in RF Module
(Wi-Fi/Bluetooth)

ADF hinge

Front Cover w/ Scale

Power Switch

Top Cover Open Lever

D Dealer Option

Interior and Rear View

Ribbon Rewind Hub

Ribbon Supply Hub

Label Guide
w/ Lock

Ribbon Cover w/
Gap Sensor &
Ribbon-End Sensor **F**

Automatic Centering
Label Holder

Black Mark Sensor

Power Jack

RS-232

Ethernet

Micro SD

USB

USB Host

Parallel **F**

F Factory Option

TSC PRINTRONIX AUTO ID

TX210 Selling Points

Key Selling Points

Dynamic Printer Management

Easy-to-use UI

Rugged Design

Advanced TPH Mechanism
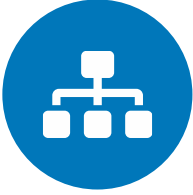
Multiple Connectivity

Dynamic Remote Printer Management
- SOTI Connect

- A single and unified solution that provides enterprise printer management to manage multiple tasks, reduce maintenance costs, and avoid downtime of business-critical devices

- A single, unified tool to remotely manage and maintain 100's or even 1000's of AIDC hardware assets.

- Advanced warnings of impending or actual events to preemptively avoid or minimize asset downtime

- Ability to group assets by location and track usage to help make informed operational decisions

Dynamic Remote Printer Management
- TSC Console

▪ A software for quickly and remotely monitoring printers, configuring settings, deploying programs, and troubleshooting problems

All-Around Configuration

Preventive Maintenance

Enhanced Deployment

Easy-to-Use UI

- LED icon panel with large status icons
- View angle adjustable 3.5" color LCD display
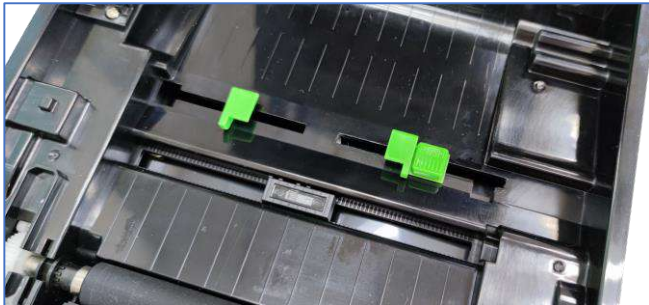
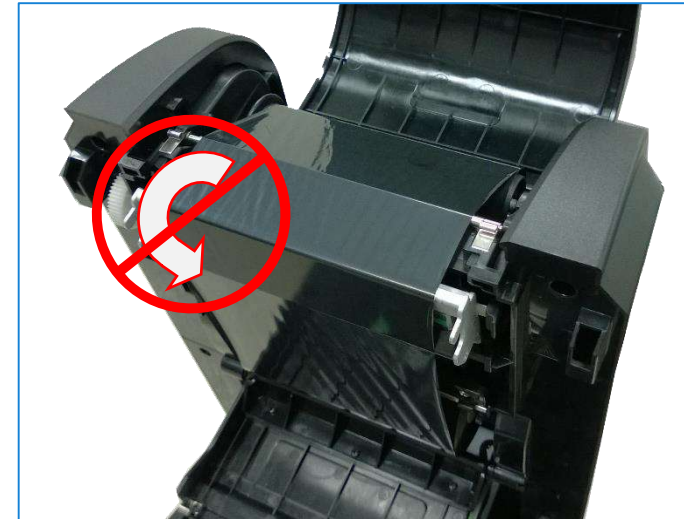| LED Icon Panel	3.5" Color TFT LCD Display

Easy-to-use UI

- Automatic centering label holder for 5" OD media roll with 1" or 1.5" core.
- Ribbon stop mechanism enhancement prevents ribbon rewind issue during open top cover

Center Alignment Mechanism

Ribbon Stop Mechanism

Rugged Design

- Rugged design with solid double wall housing structure, ADF hinge and industrial-grade hybrid motor ensures stable media path for outstanding print quality and accuracy
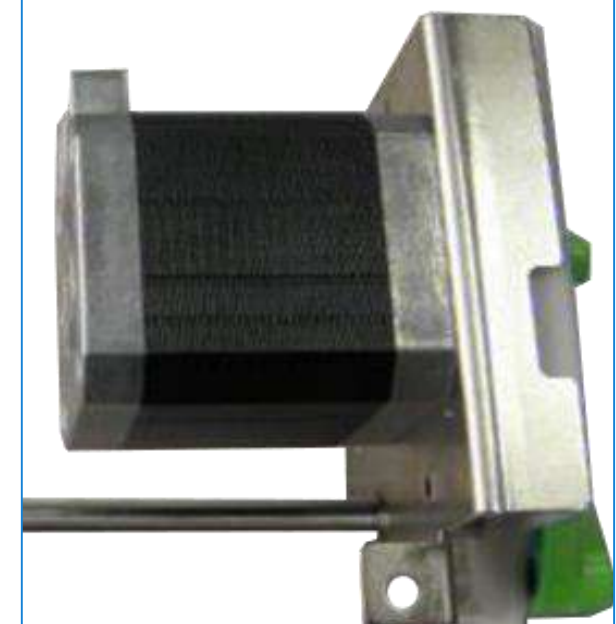

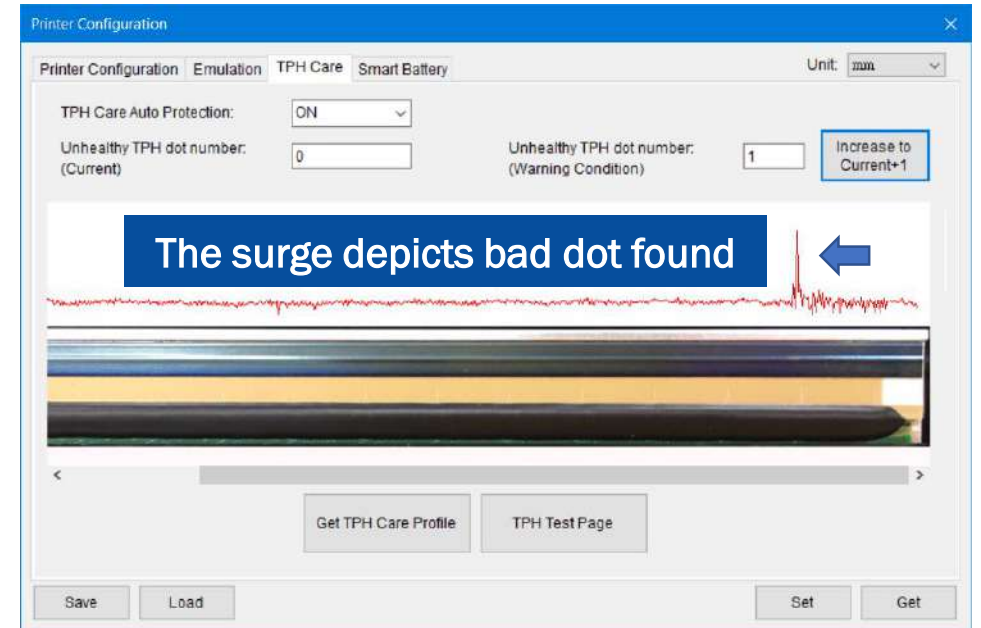Double-Wall Housing

ADF Hinge

Hybrid Motor

Advanced TPH Mechanism

- Heat line adjustment mechanism supports various media types
- Self-Diagnostic TPH Care scans bad dots in real-time

Heat Line Adjustment	Self-Diagnostic TPH Care

Multiple Connectivity

- Wi-Fi enterprise certified 802.11 a/b/g/n/ac with Bluetooth 4.2
- MFi certified Bluetooth 5.0

RS-232

Ethernet

Micro SD

USB

USB Host

Parallel (F)

(D) WiFi®

(F) Made for iPhone | iPad | iPod

Bluetooth 5

(D) Dealer Option

(F) Factory Option

TSC PRINTRONIX AUTO ID

Key Features – Takeaway

Dynamic Print Management
- Supports SOTI Connect through either Ethernet or Wi-Fi
- Powerful TSC Console for printer management
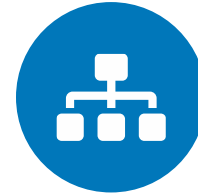
Easy-to-use UI
- LED icon panel with big status icons
- View angle adjustable 3.5" color LCD display
- Automatic centering label holder for 5" OD media roll with 1" or 1.5" core.
- Ribbon stop mechanism enhancement prevents ribbon rewind issue during open top cover

Rugged Design
- Rugged design with solid double-wall housing structure, ADF hinge and industrial level Hybrid motor ensures stable media path for outstanding print quality and accuracy

Multiple connectivity
- Wi-Fi enterprise certified 802.11 a/b/g/n/ac with Bluetooth 4.2
- MFi certified Bluetooth 5.0

Advanced TPH Mechanism
- Heat line adjustment mechanism supports various media types
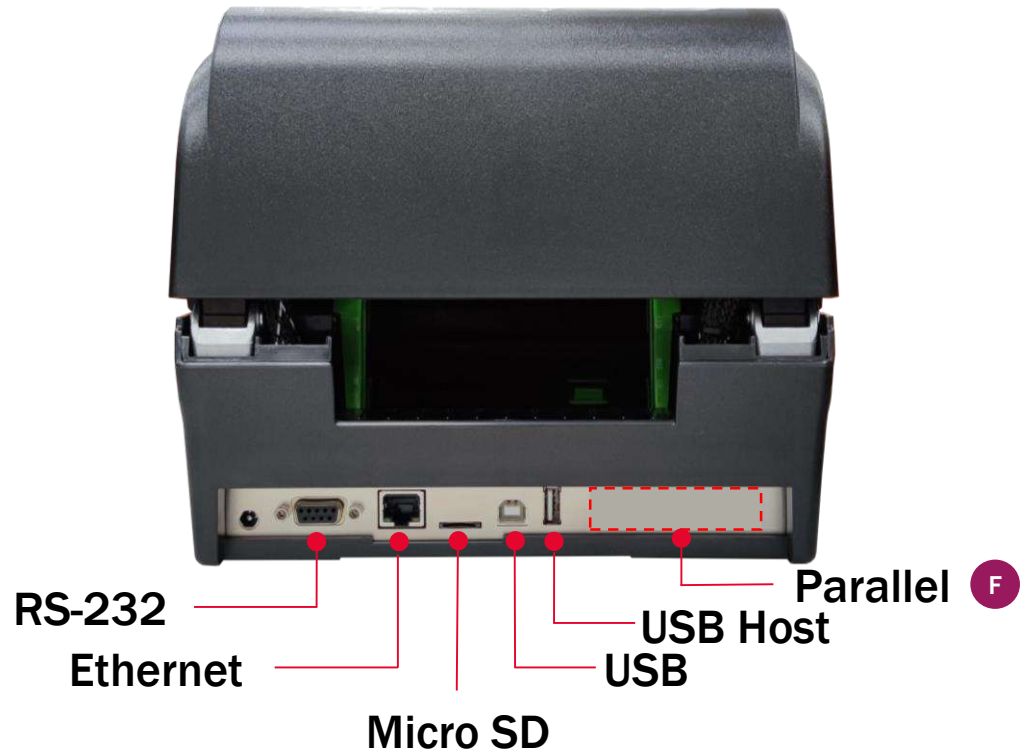- Self-Diagnostic TPH care scans TPH bad dots in real time.

TSC PRINTRONIX AUTO ID

Accessory Set

Accessory Set

Peeler Module	Cutter Module	Slot-in Wi-Fi

Specification and Benchmark

Key Specifications

Innovative Desktop Barcode Printer

- **Resolution:** 203 dpi/300 dpi/600 dpi
- **Print Technology:** DT/TT
- **Print Speed:** 8 ips/6 ips/4 ips
- **Print Width:** 108/105.6/105.6 mm
- **Ribbon Length:** 300 m
- **Interface:**
  - Standard: USB2.0, Ethernet, USB Host, RS-232
  - Options:
    - Parallel port **F**
    - 802.11 a/b/g/n/ac w/ Bluetooth 4.0 **D**
    - MFi Bluetooth 5.0 **F**

D Dealer Option
F Factory Option

Basic Specifications

Items	TX210	TX310	TX610
Resolution (dpi)	203 dpi	300 dpi	600 dpi
Max. Speed (ips)	Up to 8 IPS	Up to 6 IPS	Up to 4 IPS
Max. Print Width (mm)	108 mm	105.6 mm	105.6 mm
Label length	1000"	450"	100"
Ribbon Capacity (m)	300 m		
Media thickness	0.055 ~ 0.254 mm		
LED/LCD Display & Buttons	Default LED status icon panel with 1 operating button		3.5" LCD with 6 operating buttons
DRAM	128 MB (256 MB upgradable)		
FLASH	128 MB (512 MB upgradable)		
Expansion Memory	Micro SD card reader (up to SDHC 32 GB)		
Label Length	Tear Mode: 3 mm ~ max. print length, Peel Mode: 1" ~ 6", Cutter Mode: 1" ~ max. print length		
Interfaces	USB 2.0, RS-232, Internal Ethernet, USB host, Parallel Port (Factory option)		
Power	90W	90W	130W
Options	Peeler, Cutter, 802.11 a/b/g/n/ac Wi-Fi w/ BT4.2, MFi BT 5.0, Parallel Port		

Sales Strategy

- TX210 series is a high-performance printer for high-volume production of labels with its robust design can fulfill your precious printing demand.

Target Requirements
Precious printout with high resolution, daily high-volume production

Target Markets
Manufacturing, transportation & logistics, healthcare

Target Audiences
Those who look for precious printout solutions and high productivity label printer

TSC PRINTRONIX AUTO ID

On-Site Service

- Quick and convenient on-site service ensures printers are up and running with minimal downtime

- More than 1,500 factory-trained technicians across 280 metropolitan areas

- Speedy, efficient depot repair programs

- Yearly and multi-year maintenance contracts available to fit your needs

- Quick-response, next business day on-site service

- Depot service

- Genuine OEM parts used in every repair – guaranteed

- Replace a TSC or Printronix Auto ID legacy printers with a new one, and any remaining contract funds are applied to the contract on your new printer

*Service offerings vary by region

TSC Printronix Auto ID Academy

Empowers our partners with the technical tools and product knowledge they need to grow their business.

Courses are led by TSC and Printronix Auto ID product experts who provide comprehensive learning in a comfortable, collaborative, and hands-on setting. Perfect for any partner level looking to refresh their product knowledge or learn about our new products and technology.

- Advanced technical and product sales training
- Regional training centers around the world
- On-site training available
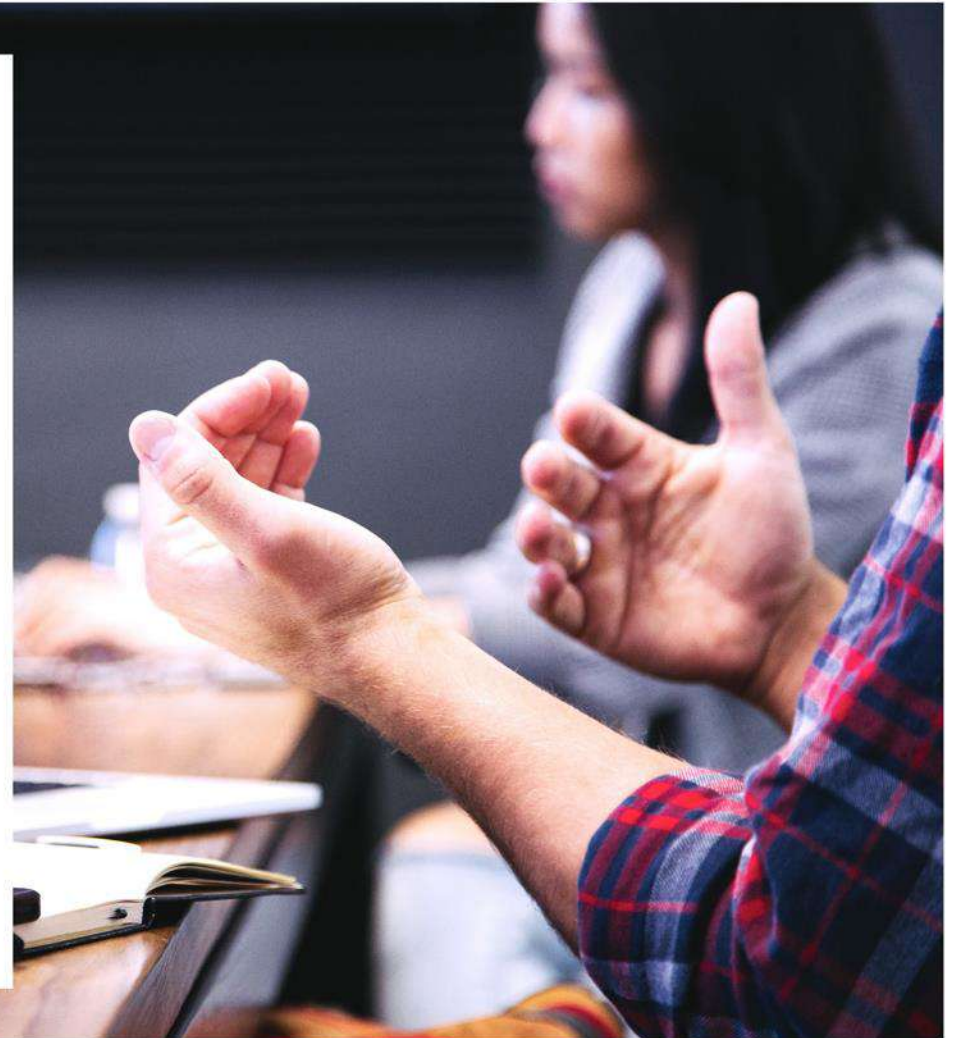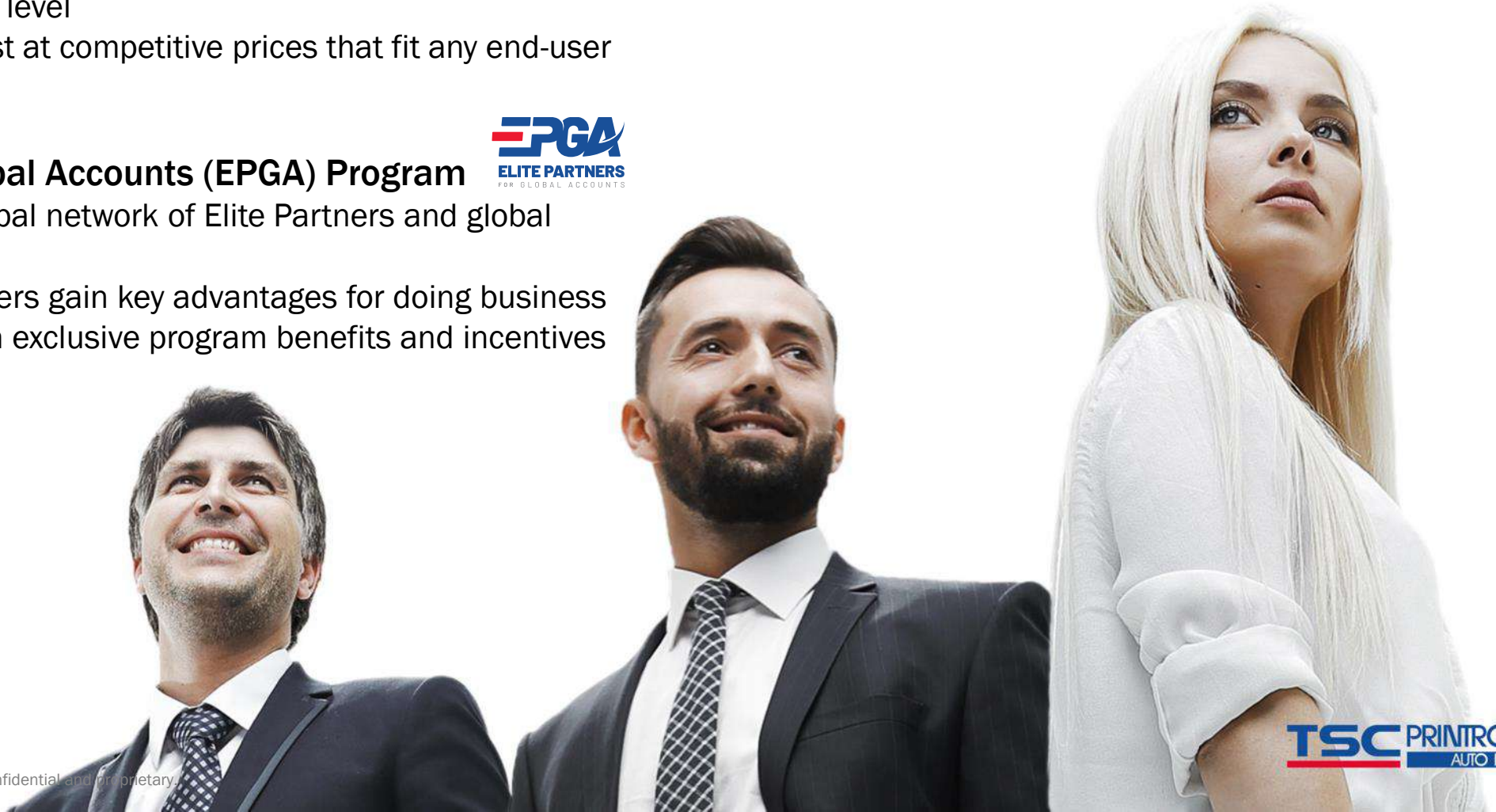
Our Partner Programs

Power Partner

- Access to leading-edge barcode printing solutions and technology for enterprises at any level
- Products you can trust at competitive prices that fit any end-user budget

Elite Partners for Global Accounts (EPGA) Program

- Highly competent global network of Elite Partners and global accounts
- Resellers and end-users gain key advantages for doing business on a global scale with exclusive program benefits and incentives

Thank You

TSC Printronix Auto ID tscprinters.com