Press release

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Magicard launches the World's first retransfer printer with built-in visual security

Weymouth, United Kingdom – the UK-based manufacturer of Magicard ID card printers, announces its new retransfer ID card printer, Helix.

Helix introduces the kind of innovations that Magicard products are renowned for. Its intuitive touch screen, with print preview and supplies indicators, provides an easy-to-use interface to a robust, high-volume print engine boasting an impressive array of features.

David Worsdell, Ultra ID's Global Marketing Manager, said: "Over the past few months, we have previewed the Helix at key trade shows on every continent. Feedback from the industry has been overwhelmingly positive and we have already taken orders for the first 3 months' production. With its intuitive user interface and built-in security options, Helix delivers a compelling feature set at a competitive price point."

Helix is the World's first retransfer printer with built-in visual security. Using an evolution of Magicard's famous HoloKote® security feature, Helix can apply a secure watermark to each card during the retransfer process. This feature also exploits the wavelengths and lens effect of the retransfer film to fluoresce under UV lighting conditions.

Helix also features Magicard's double-sided field upgrade feature, high capacity ribbons and hoppers and is backed by Magicard's market-leading three year hot-swap warranty with a lifetime warranty on the printhead.

Meanwhile, watch the Helix story at http://ultraid.com/helix-intro/

About Magicard

Founded in 1992, Magicard is a pioneer of ID card printing technologies with a full range of desktop devices to meet any secure ID card printing requirement.

Manufacturing is centered in Weymouth, UK with additional sales and service offices in the US, Dubai and China.

Magicard printers are renowned for their built-in card security features, including the patented HoloKote® secure watermark.