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## Printronix Auto ID Expands Portfolio with Launch of Desktop Printer Series

**Brea, CA. April 26, 2017**– Printronix Auto ID, a global leader in business-critical printing solutions, today announced the release of their **Desktop Printer** series. The new series consists of two printers designed to thrive in real-world environments. The T400 offers affordable, direct thermal performance, reliable operation and easy to use features. The T600 is a mid-range desktop printer with versatile thermal transfer or direct thermal operations and an easy to use color display.

Clocking in with speeds of 8 inches per second, 64MB of RAM, and 128 MB of Flash Memory, these printers are workhorses with unrivaled levels of productivity. Both printers feature a compact frame and durable double clamshell construction allowing them to easily handle the most challenging of desktop environments.

David Hawkes, Senior Product Manager said, “The new Desktop Printer Series are truly exciting products for us. We are known for providing reliable enterprise-grade printers for high volume labeling duties. Now we are well positioned to satisfy a broader range of desktop applications where keeping costs low and productivity high are a priority.” He further continued, “With significant advantages in speed, RAM and Flash memory in its category, this is an affordable printer series that is engineered to outperform the competition.”

Customer benefits of the series include:

### **Reliable Performance:**

- Fastest printer in its class with market leading RAM and Flash memory for non-stop productivity
- Durable clamshell construction to meet the needs of the busiest desktop environment
- Increased uptime with capability to hold large 5” diameter media roll

**Easy to Use:**

- Intuitive and compact design enables easy media loading
- Versatile performance for a variety of applications like nursing stations, patient wristbands, point of sale, shelf labeling, pick tickets, and more

**Versatile Features:**

- The printers offer direct thermal or thermal transfer operation
- Largest selection of connectivity options included as standard features

For more information on the T400 and T600, go to: <http://www.printronixautoid.com/products/thermal-mobile-en/>

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**About Printronix Auto ID**

Printronix Auto ID is a global leader in business-critical printing solutions; offering the most reliable assortment of desktop printers, [industrial printers](#), supplies and parts in the industry. As a fully owned subsidiary of TSC, Printronix Auto ID functions as an independent business that is empowered to leverage its established leadership in thermal printing technologies. The product portfolio of Printronix Auto ID includes [thermal barcode, RFID](#) and groundbreaking [validation solutions](#). Delivering the highest print quality, superior validation features, enterprise grade usability and ruggedness, Printronix Auto ID solutions are backed by industry-best service and support. The company is committed to being a strategic asset to supplier manufacturing, distribution, and retail companies around the world.

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