Barcode Printer

BP-744+ Series

Thermal Transfer/ Direct printer
4"/second speed, 2-in-1 interface

The Smart Solution for Productivity

1.High Performance
8MB DRAM memory and with printing speed of 4 inches per second. In order to meet the new customer requirement, Birch, an Auto-ID professional manufacture introduces a more powerful BP-744+ barcode printer. It is most suitable for retailer, catering, office and factory user.
- 8MB DRAM memory, 4MB Flash ROM
- Font cartridge for different languages
- Printing Speed 4 inches per second
- Both USB and Serial interface
- A Slot for SDIO memory card that users can expand Flash memory storage

Both reflective and Transmissive sensor is provided.

2.Compatible with Windows operation system and Emulate with Zebra/ Eltron command
Since barcode automation becoming more and more popular, the new Birch BP744+ can be user under different software environment. It comes with the well-known software. (BarTender or similar software) for your convenience we also supply BIRCH LABEL and DLL for program development.

3.A Cost-effective Solution
Everything you needed is completed in one package. Not only the BP-744+ is a cost effective barcode printer but also includes all the components required. The standard package includes 8MB DRAM and 4MB Flash ROM without additional charge.

4.Offering a series of Optional Items
A lot of options make your printing more easily besides standard package, Birch also supplies many optional products such as peripherals and label. During your barcode automation process, we will be your best partner and advisor.
- Real time clock (RTC)
- Font cartridges for Korean and Chinese
- Different kind of label and tag
- Different kind of ribbon

AIDC Software SERIES

— **Retailing Stores (POS)**
— **Office Automation (O/A)**
— **Factory Automation (F/A)**
— **Other Related Automation**

Ordering Information:

BP-744+U: 4" width Thermal transfer & direct, 4"/second , RS232+USB

BP-744+P: 4" width Thermal transfer & direct, 4"/second , LPT+USB

K012A: Smart Keyboard Display Unit (KDU)

5.More Paper-load Space and Good design
BP-744+ is built in with space enough for a 40 meters long label. However it comes with an external label stand which can supports up to 100 meters long label. User can choose their mounting method according to the label length required.

❀ Multi-European Languages available (code pages)
❀ Built-in 12MB memory as standard
❀ Bundled with windows driver + BarTender

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Technical Specifications

Model	**BP-744+U**
Printing Method	Thermal Transfer & Thermal Direct
Printing speed	1.5, 2, 3, 4 ips
Memory	8MB DRAM memory 4MB Flash ROM
Processor	32-bit RISC CPU
Resolution	203DPI (8 dots/mm)
Printing Width	4.09" (104mm)
Printing Length	90" (2,286mm)
Media Type	Continuous, die-cut, fan-fold, tag, black mark, ticket, Outside wound
Media	Width: 1.00"-4.49" (25.4 – 114mm) Length: 0.4"-90" (10mm-2.286mm) Thickness: 0.002"-0.001" (0.06-0.25mm)
Black Sensor height	0.06"-0.12" (1.5mm-30mm)
Media Sensor	Black mark reflective sensor, gap transmissive sensor and ribbon end sensor
Ribbon	Type of Ribbon: Wax, Wax/Resin, Resin Ribbon Width: 1"-4" (25.4mm-110mm) Ribbon Length: Max 300M
Fonts	International character set standard (Code page) 5 alpha-numeric fonts from 0.059" – 0.23H (1.25mm-3.0mm)All fonts are expandable up to 24x24 (Chinese can be 16x16, 24x24) 4 direction 0-270 (0,90,180,270) rotation and can be expandable x 8 by vertically and horizontally

Communication	USB and RS-232 serial, 2400 bps to 19,200bps, XON/XOFF, DSR/DTR handshaking
Printing Barcode Symbologis	**1D barcode**: Code 39, 93, 128 UCC, 128 (subset A,B,C) Codabar, Interleave 2 of 5, EAN-8, EAN-13, EAN-128, UPC-A, UPC-E, AN and UPC 2(5) digits add-on, MSI, LESSEY, POSTNET, China Post **2D barcode**: PDF-417, Maxicode, Data Matrix, QR code
Graphic	Support PCX
Environment	Operation: 5℃-40℃ (41F-104F), 25-85% non-condensing Storage: -4℃-60℃(-40F-140F), 10-90% non-condensing
Software	BarTender software or Birch Label Windows Driver(Windows NT Drovres upon your request)
Dimensions	232 x 288 x 156 mm (9.13" x 11.34" x 6.14")
Weight	6 lbs (2.36 kgs weight)
Safety standard	FCC Class A, CE Class A, C-Tick Class A, TUV/GS, CCC
Options	■External Label Roll Mount ■External Ethernet print server ■SD memory card ■External Wireless Ethernet Print Server

Ribbons & Paper

Ribbons: The Ribbons for BD-742 are outside-coating ribbon:

R310	WAX Ribbon	100mm	x	300M
R308	WAX Ribbon	80mm	x	300M
R306	WAX Ribbon	60mm	x	300M
R304	WAX Ribbon	40mm	x	300M

Thermal direct paper:

29 x 10mm	2,500 pcs/roll	10 rolls/pack
29 x 25mm	1,100 pcs/roll	10 rolls/pack
40 x 20mm	1,300 pcs/roll	8 rolls/pack
58 x 35mm	800 pcs/roll	5 rolls/pack

A. Art paper:			B. Silk color paper:		
60mm	x	80M/roll	70mm	x	80M/roll
80mm	x	80M/roll	80mm	x	80M/roll
90mm	x	80M/roll	100mm	x	80M/roll

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Contact us for details