

TA600

Portable Magstripe Card Reader

ExpoTool's TA600.
Easy to use,
with long battery life.

FEATURES

Compact, portable magstripe reader allows easy card swiping

Reads three tracks - over 230 alphanumeric chars

Graphic LCD display to verify scanned data

Thumbwheel user interface to enter additional data

Wirelessly connects to ExpoTools portable printer or laptop**

Realtime delivery of scans to the web++

Built-in rechargeable lithium battery, charged from USB port or charging station

Stores up to 3,500 scans

All swipes are date & time stamped

Fully compatible with other ExpoTools equipment

** Wireless connection to laptop requires ExpoTools' Sidekick

++ Using ExpoTools' Direct Access



The TA600 is a portable magstripe card reader that allows exhibitors to capture leads by swiping the badges of potential customers. The reader can be pre-configured for a variety of card formats and sentinels to enable its use with existing encoding systems. Each scan is displayed on the graphic LCD screen and stored in memory along with the time, date and any selected qualifiers.

The TA600 can be easily pre-programmed with custom qualifiers such as "decision maker" or "will buy in 6 months" to increase the value of the data captured about the customer. After scanning the badge, the exhibitor can quickly and easily select the correct qualifiers by using the thumbwheel.

For a more comprehensive solution, ExpoTools' Direct Access Points can be used to enable web access and two-way communication with the TA600. Scanned data can be sent directly to the Internet so exhibitors can access their leads in real time and they can request assistance from the service desk without leaving their booths. In addition, Direct Access Points make it possible for staff to broadcast messages to scanners and proactively monitor scan activity to identify any problems.

The TA600 can be connected to an optional portable thermal printer so exhibitors can roam the booth and still print their leads on paper. Or, each reader can be linked wirelessly to a computer with the optional SideKick device for instantaneous access to the scanned data or integration with the exhibitor's CRM system.

The TA600s are shipped in rugged, compact cases that each hold 15, 30 or 40 units for ease of handling and reduced shipping costs. These specially-designed cases also serve as charging stations and contain an individual charging connector for each reader.

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Specifications subject to change without notice



Specifications

TA600

Portable Magstripe Card Reader

Battery	Internal Lithium ion 3.7V rechargeable
Battery Capacity	1.8 Ahr, recharges in 4 hours from powered USB port or charger
Run Time per charge	Approximately 125 hours continuous
Memory Capacity	3,500 scans
Display	Monochrome Graphic LCD with bright backlight
Indicators	Red/Green LED for swipe status, Amber LED for charge status
Timestamp	Yes - Date and Time included with every valid scan
Card Type & Thickness	ISO 7811 compliant magnetic media, 0.010 to 0.050 inches thick
Tracks	1, 2 and 3
Swipe Direction & Speed	Bidirectional, 2 to 50 inches per second
Bit Density	210 bits per inch all 3 tracks
Memory Card Interface	DataFlash type (proprietary format)
User Interface for Data	Thumbwheel with switch and 3 pushbuttons for functions
Computer Interface	BlueTooth, Standard USB and RS232
Cable	USB standard (included), RS232 optional
Housing	ABS plastic with steel insert for card support
Color	Black
Size	4.25 by 3.00 by 1.20 inches (10.8 by 7.6 by 3.0 cm)
Weight	7.5 oz (215 grams)
Operating Temperature	35 to 85 degrees Fahrenheit
Operating System	Windows XP, Windows 7
Accessories (Optional)	Portable printer, SideKick, AC adapter, Transport Case
Software	ExpoTools ShowMaster, Direct Access web portal



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