

# AddressRight™ DA50s/DA55s Addressing Printers



## » **Make your mail stand out from the crowd**

Create and print professional looking addresses directly onto postcards, envelopes and a variety of other mail pieces. The DA50s will print black or spot colour at resolutions up to 600 dpi. The DA55s offers full colour printing capability. With colour printing resolutions of up to 300 dpi, you can create your mail pieces for maximum impact by printing colour logos and messages, to ensure your mail is opened and lift response rates.

## » **Fast, efficient, productive**

Address DL envelopes at speeds of up to 10,000 per hour (3 lines, no graphics). Handles a variety of sizes by automatically feeding materials from 76 x 127mm up to 324 x 343mm and up to 3.2mm thick.

The optional Conveyor/Stacker increases productivity even further.

## » **Prints directly from your database**

Eliminates time consuming and costly label production and affixing.

Enables printing of destination address, barcode, PPI, return address, logos and messages, meaning you can print all the information you require in one operation.

## » **Save money by maximising postal discounts**

By using our optional FlexMail® software, you can access postal discounts that will reduce your postage costs significantly on volume mailings.

FlexMail® also offers the options of de-duplication and address validation for your databases.

These activities are crucial to ensure the efficiency of your mailing activities and provide accurate mailing data, which combined with address printing ensure your mail meets Cleanmail specifications.



AddressRight™ DA55s

# DA<sup>50s</sup>/DA<sup>55s</sup> Specifications



» <b>Maximum speed:</b>	Up to 10,000 items per hour (at 300 dpi, black only).
» <b>Print resolution:</b>	Up to 600 dpi black or 300 dpi colour (colour on DA55s only).
» <b>Media sizes (mm):</b>	Min 76 x 127 Max 381 x 381 Max Thickness 3.2mm
» <b>Dimensions (mm):</b>	Height 330 Width 480 Depth 460 Weight 23kg
» <b>Internal fonts:</b>	Better memory management - 32MB, means print more complex layouts, more reliability.
» <b>Resolution:</b>	Six print qualities: draft light, draft, letter light, letter, executive light and executive.
» <b>Printable width:</b>	238mm.
» <b>Noise:</b>	<65dBA.
» <b>PC control panel software:</b>	Monitor and control the printer from the PC; and get information such as piece count, current throughput and ink levels for each cartridge in the printer. Low ink management for print quality assurance.
» <b>Drivers:</b>	Localised by Pitney Bowes, UK English, French, German, Italian, Spanish, Dutch...ask for others.
» <b>Conveyor stacker:</b>	Optional.
» <b>Media transport:</b>	Auto calibrating paper sensor, DC motor and high resolution encoder.
» <b>Electrical:</b>	220/240Vac, 50Hz.
» <b>Operation:</b>	Requires an IBM compatible PC running Microsoft® Windows 3.1 with latest service pack up to XP.
» <b>Input stack:</b>	250 DL envelopes (unstuffed) or 600 with extension input bin.
» <b>Output stack:</b>	150 DL envelopes (unstuffed) in tray, or continuous with optional Conveyor Stacker.
» <b>Emulation:</b>	Hewlett Packard PCL5 subset.
» <b>Interfaces:</b>	USB 2.0, Ethernet.
» <b>Display languages:</b>	UK English, French, German, Italian, Spanish, Dutch, Japanese ...ask for others.
» <b>Ink:</b>	Different inkjet cartridges are better suited for different applications. Pitney Bowes can help you pick the inkjet cartridge that works best for you and your application.

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### Did you know that...

- All inkjet cartridges are not the same?
- You have many different choices when it comes to inkjet cartridges for your printers?
- There is a wide variety of HP45A technology inks?

*There is no silver bullet when it comes to print quality - what works well in one print job may not work well in another. The key is to find the right combination of ink, settings and adjustments for a given print job to optimise print quality.*