

PRESS RELEASE**Date: 11/08/2011****Ref: CSE236***Written & issued by 4CM.**Telephone: +44 (0)1296 660080.**Email: info.citizen@4cm.co.uk*

Citizen upgrades versatile desktop printers for ease of integration

Citizen Systems Europe, the leading manufacturer of label, barcode, portable and POS printers, has upgraded its range of industrial desktop printers designed to provide simple, cost effective and high quality label printing. The new CL-S521, CL-S621 and CL-S631 barcode printers are now supplied as standard with on-board ZPL® and Datamax® emulations plus BASIC Interpreter programming support, offering maximum flexibility and easy integration with other applications.

Citizen has enhanced the compatibility of its rugged, powerful CL-S521, CL-S621 and CL-S631 printers with integrated BASIC interpreter as standard that allows programmes to be written and stored in the printer without the additional cost of a licence fee. The printers also feature Cross-Emulation™ that automatically detects the code being sent to it and switches the printer from Datamax to ZPL emulation or vice-versa. This gives full compatibility with ZPL® printers and ease of integration into existing applications or networks, such as specialist environments or operation in stand-alone applications where connection to a PC is not needed.

The CL-S521 is a precision engineered, fast and easy to use unit, which can handle a range of media types including specialised labels and wristbands. The CL-S621 and CL-S631 models offer the versatility of printing in both direct thermal and thermal transfer modes with the CL-S631 model capable of 300 dpi printing for high quality images or fine text.

All the models have a powerful on-board 32 bit RISC processor, which delivers fast label throughput, and with 16Mb of RAM and 4Mb of flash, there is plenty of space to store a range of logos, fonts and BASIC programmes. Serial and USB interfaces are supplied as standard, with the options to add

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Parallel, Ethernet and Wireless LAN options, to provide remote control, configuration and monitoring of each printer.

The new models also take advantage of Citizen's proven Hi-Open™ case, which opens vertically to minimise the footprint of the printers and enhanced media sensors for an improved user experience. Furthermore, the printers feature Citizen's Hi-Lift™ metal mechanism and the innovative ARCP™ anti-wrinkle and automatic tensioning system for quick and trouble free ribbon loading.

As with all of Citizen's printers, the CL-S521, CL-S621 and CL-S631 are backed by the company's excellent customer support service and the option to extend the warranty to three or five years. They feature rugged all-metal mechanisms, internal mains supply for reliability and a quick release plate for easy cleaning and servicing.

Citizen Systems Europe

Citizen Systems Europe operates from locations throughout Europe covering the EMEA region. It offers a wide range of printers for industrial, retail, healthcare and mobile applications specialising in label, barcode, portable and point-of-sale printers. In each case, the company's products are sold and supported by a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of the Citizen group of companies, a global organisation that manufactures products ranging from its world-famous Eco-Drive watches, calculators, mini-printers and industrial printing systems to machine tools, quartz oscillators, LEDs and other electronic components.

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