

APPLICATION STORY

SPECIALTY IDENTIFICATION CARDS GROW IN PRACTICALITY

On any given day, each of us might pull into a filling station, slip a card from our wallet or purse and pay for our fuel purchase right at the pump. We might even take that

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card inside to the ATM if we need some extra cash. Trade shows now give personalized identification cards with a magnetic strip containing all the pertinent information: name, company, mailing address etc. No forms to fill out, just a swipe of the card at any display area and the brochures arrive at the office later. There are reward cards, gift cards, student identification cards and rapid transit pass cards. Prepaid telephone cards, medical plan cards and library cards are routinely carried. Newer ATM cards for example have the familiar magnetic strip on one side and the holder's photograph and signature printed on the other side, reducing the incidence of fraud. Identification cards like these are so much a part of modern living that we users hardly think about them.

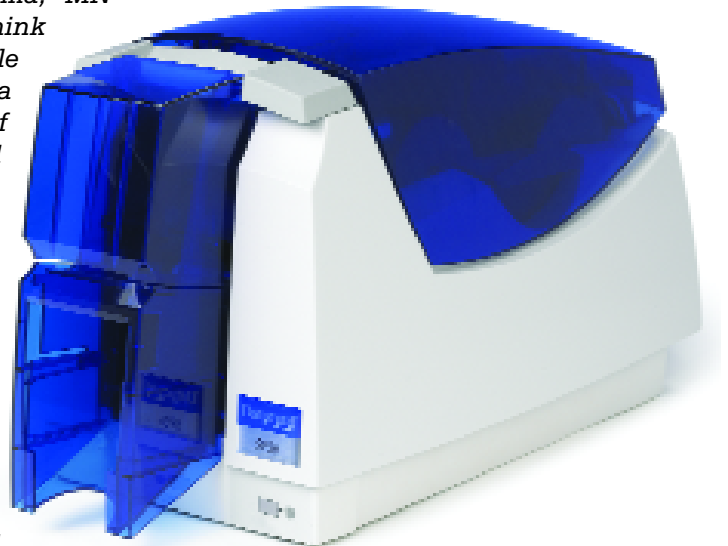
Engineers at Datacard Corpora-

tion in Minnetonka, MN constantly think about these little time savers. As a manufacturer of high volume card printers for banks and financial institutions, Datacard saw the need for a lightweight, portable device to print high quality identification cards for organizations, smaller companies and trade fairs. Their answer is the SP55

card printer, a desktop device that interfaces with a standard personal computer for data entry.

To conserve space and keep the machine footprint to a minimum, Datacard engineers determined that they would have to come up with a way to flip the card over during the print process. That would provide two-sided printing and eliminate the cost of a second print station. They concluded that a magnetic clutch could be employed to cycle a turret mechanism to perform that function. They first considered a wrap spring clutch but they needed bi-directional performance.

Datacard engineers then contacted Ogura Industrial Corporation for assistance. After considering load and duty cycle, it was decided that Ogura's MIC2.5NE



Card Making Machine

clutch was ideal for the application. Testing showed outstanding performance and the machine is now in full production.

MIC clutches are designed for low cost and reliability and have a solid track record in business machine applications around the world. The one-piece, preassembled construction makes installation a snap. Slide the clutch onto the shaft, supply power and it's ready to go. There are no adjustments required or air gaps to set. Zero backlash operation is assured by a one-piece armature spring and special bushings allow millions of cycles in most applications.

Datacard was successful in developing a printer that meets the needs of small volume applications and Ogura is pleased to be a part of that success. Perhaps we can help solve a motion control problem for you. For information about MIC clutches and the full range of Ogura Industrial Clutches and Brakes, visit our website at www.ogura-clutch.com.



Ogura micro MIC clutch