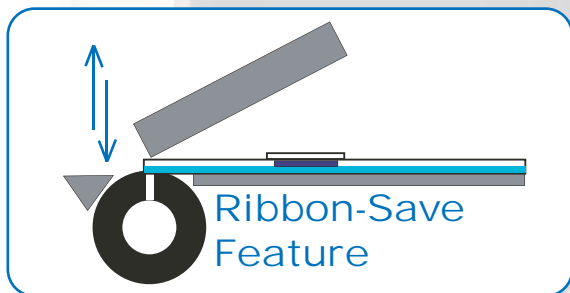
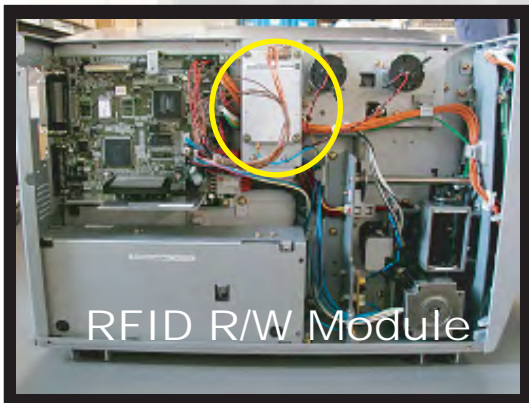


TOSHIBA TEC announces **RFID READY** B-SX and new B-SA range of thermal printers

TOSHIBA TEC is pleased to announce that the Toshiba B-SX and new Toshiba B-SA range of thermal printers has just become smarter. With a reputation as one of the most powerful, flexible and robust industrial printers available today, the addition of the RFID capability ensures the B-SX and new B-SA range will provide functionality and performance with the latest cutting-edge technology.

As part of TOSHIBA's continuing commitment to new technology, now we provide the ability to provide a conduit to the latest information technology. This is the ability to encode RFID chips using the B-SX and B-SA series printers. To be able to meet the various standards and frequencies, Toshiba is offering the unique ability to use different readers and antenna on the same model. Initially, two modules will be available but other read/writers can be easily integrated.

The B-SX and B-SA range can now provide users with an easy upgrade path to RFID read/write capability for both UHF and HF applications. For both flexibility and choice, the B-SX and B-SA range does not have pre-fitted RFID read/write units, therefore the printers can be fitted with modules from some of the best known names in the RFID field. Simply fitting an antenna and plugging the module into the CPU will allow the printer to read, write and verify a variety of RFID smart labels.



The *Ribbon-Save* module of the B-SX and B-SA series (where fitted) in combination with Toshiba's floating head technology, can be used to lift the print head over the chip in the label, thus reducing the risk of impact damage to the programmed chip.

For the user, the B-SX and B-SA range of printers simplifies RFID by treating the addition of encoding as just another barcode. By selecting the RFID barcode in the windows driver or sending the command to the printer as part of a format, the printer will encode the data based on the module fitted and the chip detected.

