



Barcode Printer

BP-744U Series

Thermal Transfer/ Direct printer

4"/second speed, 2-in-1 interface

The Smart Solution for Productivity



- Retailing Stores (POS)
- Office Automation (O/A)
- Factory Automation (F/A)
- Other Related Automation

Ordering Information:

BP-744U: Thermal transfer/
direct printer, Serial + USB

BP-744UC: Thermal transfer/
direct printer with the cutter

K012A: Smart Keyboard Display Unit
(KDU)

1.High Performance

8MB DRAM memory and with printing speed of 4 inches per second. In order to meet the new customer requirement, Birch, an Auto-ID professional manufacture introduces a more powerful BP-744 barcode printer. It is most suitable for retailer, catering, office and factory user.

- 8MB DRAM memory, 2MB Flash ROM
 - Font cartridge for different languages
 - Printing Speed 4 inches per second
 - Both USB and Serial interface
 - A Slot for SDIO memory card that users can expand Flash memory storage
- Both reflective and Transmissive sensor is provided.

2.Compatible with Windows operation system and Emulate with Zebra./ Eltron command

Since barcode automation becoming more and more popular, the new Birch BP744 can be user under different software environment. It comes with the well-known software. (BarTender or similar software) for your convenience we also supply BIRCH LABEL and DLL for program development.

3.A Cost-effective Solution

Everything you needed is completed in one package. Not only the BP-744 is a cost effective barcode printer but also includes all the components required. The standard package includes 8MB DRAM and 2MB Flash ROM without additional charge.

4.Offering a series of Optional Items

A lot of options make your printing more easily besides standard package, Birch also supplies many optional products such as peripherals and label. During your barcode automation process, we will be your best partner and advisor.

- Rea time clock (RTC)
- Cutter
- Font cartridges for Korean and Chinese
- Different kind of label and tag
- Different kind of ribbon

5.More Paper-load Space and Good design

BP-744 is built in with space enough for a 40 meters long label. However it comes with an external label stand which can supports up to 100 meters long label. User can choose their mounting method according to the label length required.



- ✿ Multi-European Languages available (code pages)
- ✿ Built-in 10MB memory as standard
- ✿ Bundled with windows driver + BarTender



Technical Specifications

Model	BP-744U	Printing Barcode Symbologis	ID barcode: Code 39, 93, 128 UCC, 128 (subset A,B,C) Codabar, Interleave 2 of 5, EAN-8, EAN-13, EAN-128, UPC-A, UPC-E, AN and UPC 2(5) digits add-on, MSI, LESSEY, POSTNET, China Post
Printing Method	Thermal Transfer & Thermal Direct	Graphic Environment	2D barcode: PDF-417, Maxicode, Data Matrix, QR code Support PCX
Printing speed	1.5, 2, 3, 4 ips	Software	Operation: 5°C-40°C (41F-104F), 25-85% non-condensing Storage: -4°C-60°C (-40F-140F), 10-90% non-condensing
Memory	8MB DRAM memory 2MB Flash ROM	Dimensions	BarTender software or Birch Label Windows Driver(Windows NT Drovres upon your request)
Processor	32-bit RISC CPU	Weight	Standard: 9.1"(width) x 11.3" (length) x 6.1" (Height)
Resolution	203DPI (8 dots/mm)	Safety standard	6 lbs (2.36 kgs weight)
Printing Width	4.09" (104mm)	User option	FCC Class A, CE Class A, C-Tick Class A, TUV/GS, CCC
Printing Length	90" (2.286mm)		<ul style="list-style-type: none"> External Ethernet print server External wireless (802.11b/g) print server Expansion memory card with SD card slot External roll mount, media OD 8.4"(214mm) with 1" or 3" core
Media Type	Continuous, die-cut, fan-fold, tag, black mark, ticket, Outside wound		
Media	Width: 1.00"-4.49" (25.4 – 114mm) Length: 0.4"-90" (10mm-2.286mm) Thickness: 0.002"-0.001" (0.06-0.25mm)		
Black Sensor height	0.06"-0.12" (1.5mm-30mm)		
Media Sensor Ribbon	Reflective and transmissive Type of Ribbon: Wax, Wax/Resin, Resin Ribbon Width: 1"-4" (25.4mm-110mm) Ribbon Length: Max 300M		
Fonts	International character set standard (Code page) 5 alpha-numeric fonts from 0.059" – 0.23H (1.25mm-3.0mm)All fonts are expandable up to 24x24 (Chinese can be 16x16, 24x24) 4 direction 0-270 (0,90,180,270) rotation and can be expandable x 8 by vertically and horizontally		
Communication	USB and RS-232 serial, 2400 bps to 19,200bps, XON/XOFF, DSR/DTR handshaking		



Ribbons & Paper

Ribbons: The Ribbons for BD-742 are outside-coating ribbon:

R310	WAX Ribbon	100mm	x	300M
R308	WAX Ribbon	80mm	x	300M
R306	WAX Ribbon	60mm	x	300M
R304	WAX Ribbon	40mm	x	300M

Thermal direct paper:

29 x 10mm	2,500 pcs/roll	10 rolls/pack
29 x 25mm	1,100 pcs/roll	10 rolls/pack
40 x 20mm	1,300 pcs/roll	8 rolls/pack
58 x 35mm	800 pcs/roll	5 rolls/pack

A. Art paper:

60mm	x	80M/roll
80mm	x	80M/roll
90mm	x	80M/roll

B. Silk color paper:

70mm	x	80M/roll
80mm	x	80M/roll
100mm	x	80M/roll



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