

O4 Battle Card

Product Pitch



Your first choice in mid-range desktop printer

The O4 thermal printer features a double-walled construction enhances mechanism durability and user-friendly clamshell design that allows users to simply open the cover and loading ribbon and media. Featuring 7 ips print speed, even print with the highest speed, it can still maintain the perfect print quality. The O4 printer has built-in Ethernet, Dual USB hosts, USB device, RS-232 and it can be expanded with Wi-Fi, Bluetooth V4.2. Dual LED indicators display printer's status exactly and speed up printer's tasks management. Its movable media sensor is used for black markings or notches particularly enhanced in detecting small and delicate label printing, such as barbell style and cricket bat shaped jewelry labels. The label editing software ArgoBar Pro and BarTender Ultralite are available by downloading from Argox Web Site free of charge. The label editing software supports most frequently used features like barcode generator, ability to resize design, custom fonts, shapes editing, and unlimited designs to make label creation easily. ArgoBar Pro supporting Excel database file connection by ODBC is ideal for batch printing task. O4 is an affordable and cost-effective choice for application that requires professional quality and reliable label printing.

Optional Accessories

- Dispenser - Present the printed labels without the liner for ready application.
- Cutter - Option full/partial cutter to separate individual or batches of printed labels from media roll.
- Media Stacker - Attach quickly and easily to printer to improve efficiency, enlarge the media roll capacity and increase productivity with fewer roll changes.
- External Rewinder - Automatically and quickly rewinding printed labels from printer on to a media roll in batch-labeling applications.

Features & Benefits

- On-board emulations compatible with DPL, ZPLII and EPL, auto-detect and switch one to another without downtime. (Auto-Detection & Auto-Conversion).
- USB host connects to the keyboard or scanner for stand-alone operation.
- O4 supports printing resolution in 203dpi and 300dpi by only printhead changed. Auto detect 203/300dpi printhead and auto-adjust printing default parameter at once when printhead is switched.
- Tool-free maintenance for easy replacement of print head and platen roller.

Quick Specs

- Print Resolution: 203 dpi / 300 dpi
- Print Method: T/T & D/T
- Print Speed: up to 7 ips / 6 ips
- Maximum Print Width: 4.25" / 4.16"

Common Vertical Applications

- Retail: Point-of-Sale, Price labeling, Receipt printing
- Transportation and Logistics: Shipping / Receiving labeling
- Manufacturing: Asset tracking, Work-in-process
- Healthcare: Patient Identification, Blood bag and Lab labeling

Competitive Advantages

		O4-250	O4-350	ZD220T	TC200	TC300
Resolution (dpi)		203	300	203	203	300
Max. Print Speed (ips)		Up to 7ips	Up to 6ips	Up to 4ips	Up to 6ips	Up to 4ips
Max. Print Width (inch)		4.25	4.16	4.09	4.25	4.15
Max. Print Length (inch)		100	50	39	90	40
Media Roll Diameter		5" OD		5" OD	5" OD	
Print Method		DT/TT		DT/TT	DT/TT	
Media Max. Width (mm)		118		112	112	
Media Min. Width (mm)		20		25.4	20	
Connectivity	USB 2.0	Standard		Standard	Standard	
	USB Host	Standard		No	No	
	RS-232	Standard		No	Standard	
	LAN	Standard		No	Standard	
	Parallel	No		No	Standard	
	WIFI	Optional		No	No	
	BT	Optional		No	Optional	
Dispenser		Optional		Optional	Optional	
Cutter		Optional		No	Optional	
Print Command Language		DPL,EPL ,ZPLII		EPL,ZPL	EPL ,ZPLII	