

Press Release

Microcom Corporation 324M, Excellent Print Mechanism Choice for Direct Thermal Print and Apply Applicators

LEWIS CENTER, OH – November 14, 2010 - Microcom Corporation, a leading global provider of thermal printers, also offers a selection of print mechanisms for the kiosk, gaming, and coupon redemption industry.

“Our Model 324M direct thermal print mechanism is an excellent low cost printing solution for print and apply applicators that do not require thermal transfer. Its small size, low cost, and high reliability offers value often found in printers costing over \$1000. Direct thermal technology simplifies the operation and servicing of the unit, plus there is only one media to purchase, stock and reload. Why spend the extra dollars for a thermal transfer unit if all the customer needs is direct thermal?” said Bob Young, National Account Manager for Microcom Corporation.

About Microcom Corporation

Microcom Corporation (www.microcomcorp.com) is a privately held leading manufacturer of specialty-use thermal label and ticket printers employed throughout the world. Microcom delivers innovative business management solutions for the transportation, healthcare, mail sorting, and specialty thermal printing industries. All Microcom thermal printers are assembled in the United States.