

IT'S TIME YOU DISCOVERED SEIKOSHA.

Computer printers supported by a history of traditional service and technological advantage.

We're Seikosha America Inc. Established in 1985, to be the North American marketing arm for SEIKOSHA-branded printers, our tradition goes back further than a mere few years.

SEIKOSHA was founded in Japan in 1892 by Kintaro Hattori, a precision clock-maker. Long before the computer age, he developed an operating philosophy that would accept nothing less than the finest product proven technology could produce... and supported that product with "personal touch" service of equally high professional standards. We've lived by these principles for nearly a hundred years.

SEIKOSHA is the world's leading manufacturer of precision timepieces and the founder of the SEIKO Group (the word "seiko" means precision).

VISIONARY TECHNOLOGY

Our century old tradition continues. It has led us to become world-wide leaders in many technological areas.

QUALITY TIMEPIECES

- We're the world's largest manufacturer of quality clocks: over 52,000,000 annually.
- We're the first and exclusive manufacturer of SEIKO, Pulsar and Lorus clocks.

CAMERA SHUTTERS

- We're the world's largest manufacturer.
- In 1978, we developed the first computerized shutters for automatic focus cameras.

MICROPROCESSORS

- In 1972, in a joint project with Intel Corp. (U.S.), we developed the world's first 8-bit microprocessor: the i8080.

PERSONAL COMPUTERS

- In 1968, we introduced Japan's first desk top computer using hybrid IC's.

COMPUTER SYSTEM INTEGRATION

- In 1970, we initiated real-time, on-line computer system development.

OTHER:

- Automatic punch press using image processing.
- Ultrasonic dental device for root canal treatment.

Today, we are still a world-class producer of a broad range of high-tech products—and it all started with a young, enterprising clock-maker who began a century ago.

We feel a personal obligation to answer any question you may have about our printers. Simply call our National Hotline Number... 1-800-422-7768 or 1-201-529-4655. A SEIKOSHA representative will be more than happy to provide you with the answers you need at the time you call.

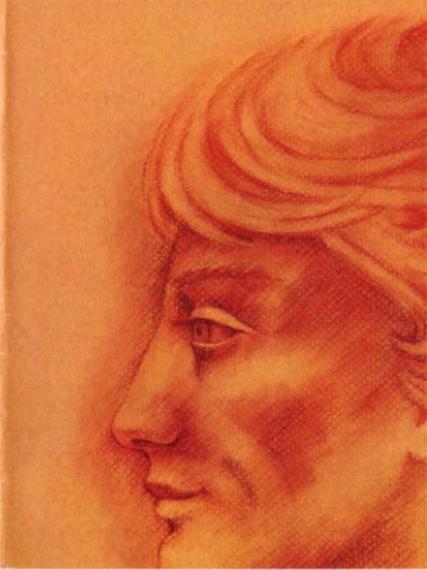
Seikosha
America Inc.

Technology with the Human Touch.

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SEIKOSHA® PRINTERS

TECHNOLOGY WITH THE HUMAN TOUCH



SEIKOSHA PRINTERS FOR EVERY COMPUTER NEED.

SP-180 SERIES

SP-180AI—Epson FX/IBM graphics printer compatible

SP-180VC—Commodore 64/128 compatible with cable

SP-185AI—Epson FX/IBM Graphics printer compatible with roll paper

- 100 cps Draft / 20 cps NLQ
- 9 pin dot matrix with 10" carriage
- Adjustable tractor and friction feed standard*
- Noise level below 52 dBA

*Roll paper/friction only with SP-185AI



SL SERIES:

SL-80AI—narrow carriage, pull tractor

SL-130AI—wide carriage, push tractor

- 24-pin dot matrix
- 135 cps Draft / 45 cps LQ (SL-80AI); 180 cps Draft / 60 cps LQ (SL-130AI)
- Emulates both Epson LQ and IBM Graphics printers*
- Adjustable tractor and friction feed standard
- Noise level below 55 dBA

*SL-80AI emulates Epson LQ-1500
SL-130AI emulates Epson LQ-1000

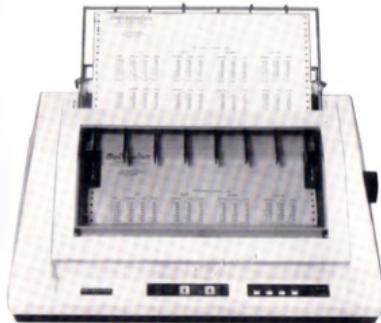
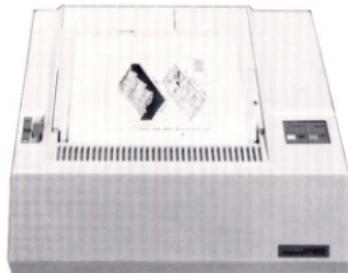
BP-5420 SERIES:

BP-5420AI*

BP-5420FA*

- 420 cps Draft / 104 cps NLQ, wide carriage
- Specially designed for heavy usage applications
- Parallel and serial interfaces standard
- Adjustable tractor/friction feed standard
- Rear/bottom paper feed
- Epson FX/IBM Graphics printer compatible
- Noise level below 55 dBA

*Models differ only in horizontal/vertical pitch selection



VP SERIES:

Direct thermal printers which, via video interface, produce hardcopy images from CRT displays.

VP-45:

- Produces B/W hardcopy at the rate of 1 page in 15.3 seconds
- Resolution of 150 dots/inch
- Uses 5" thermal paper

VP-95II:

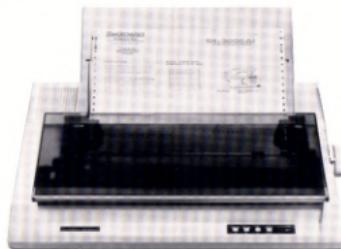
- Produces B/W hardcopy at a rate of up to 1 page in 10 seconds
- Resolution of 152.4 dots/inch
- Uses 8.5" thermal paper
- Compatible with 1280 x 1280 lines of resolution

VP-115:

- Produces 64-tone grey scale output as fast as 1 page in 40 seconds
- Resolution of 300 dots/inch
- Uses 8.5" standard thermal or synthetic paper

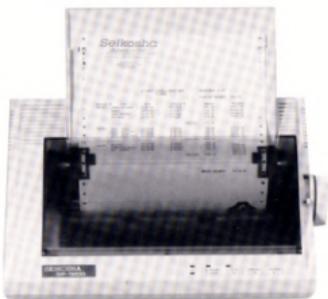


- MP SERIES:**
 MP-1300AI—narrow carriage, optional color printing kit
 MP-5300AI—wide carriage
 • 300 cps Draft/50 cps NLQ
 • 9-pin dot matrix
 • Parallel and serial interfaces standard
 • Rear/bottom paper feed
 • Buffer up to 26K bytes
 • Noise level below 55 dBA



- SK SERIES:**
 SK-3000AI—narrow carriage
 SK-3005AI—wide carriage
 • 300 cps draft/50 cps NLQ
 • 9 pin dot matrix with optional color printing
 • Parallel and serial interface standard
 • Rear/bottom paper feed
 • Front panel print pitch selection
 • Noise level below 55 dBA

- SP-1000 SERIES:**
 SP-1000VC—Commodore 64/128 compatible with cable
 SP-1000AP—Apple II series/Macintosh compatible
 • 100 cps Draft/20 cps NLQ*
 • 9-pin dot matrix with 10" carriage
 • Adjustable tractor and friction feed standard
 • Noise level below 52 dBA
 *SP-1000 AP is 75 cps Draft/15 cps NLQ



- SP-1200 SERIES:**
 SP-1200AI—Epson FX/IBM Graphics printer compatible with parallel interface
 SP-1200AS—Epson FX/IBM Graphics printer compatible with serial interface
 SP-1200VC—Commodore 64/128 compatible with cable
 • 120 cps Draft/25 cps NLQ
 • 9-pin dot matrix with 10" carriage
 • Front panel print pitch selection
 • Adjustable tractor and friction feed standard
 • Noise level below 52 dBA



- SBP-10AI:**
 • 800 cps Draft/400 cps correspondence/200 cps NLQ
 • 18-pin single-head wide carriage
 • Rear/bottom/front paper feed
 • Epson ESC-P/IBM ProPrinter emulation
 • Parallel and serial interfaces standard
 • Bidirectional push/pull tractor with paper parking
 • Front panel print mode controls with LCD readout
 • Accepts up to 3 font cartridges simultaneously (2 fonts per cartridge)

MORE PERSONAL TOUCH SERVICE AND SUPPORT ... COMING SOON.

THE SEIKOSHA UTILITY DISK
 A Commodore® C-64/C-128™ compatible floppy disk containing a number of printer support programs including: Disk Label Maker, Calendar Maker and much more.

PLUS... other exciting and innovative support programs!

ALL SEIKOSHA PRINTERS UL-FCC APPROVED.
 C64 MODELS ALSO AVAILABLE.

OPTIONS/ACCESSORIES/SUPPLIES

Model	Description	Used With
SP-8005IA	Black Fabric Ribbon	SP SERIES, SL-80AI
SP-8005IAR	Red Fabric Ribbon	SP SERIES, SL-80AI
SP-8005IAG	Green Fabric Ribbon	SP SERIES, SL-80AI
SP-8005IABL	Blue Fabric Ribbon	SP SERIES, SL-80AI
SP-8005IABR	Brown Fabric Ribbon	SP SERIES, SL-80AI
SP-80052A	Black Film Ribbon	SP SERIES, SL-80AI
SL-1305IA	Black Fabric Ribbon	SL-130AI
MP-1305IA	Black Fabric Ribbon	MP-1300AI, SK-3000AI, SK-3000AI
MP-13055A	4-Color Fabric Ribbon	MP-1300AI, SK-3000AI
MP-5305IA	Black Fabric Ribbon	MP-5300AI, SK-3005AI
MP-53055A	4-Color Fabric Ribbon	SK-3005AI, BP SERIES, SDB-10AI
BP-5405IA	Black Fabric Ribbon	BP SERIES, SDB-10AI
MP-1350S	Color Kit	MP-1300AI, SK-3000AI
MP-5350S	Color Kit	SK-3005AI
BP-CSF	Cut Sheet Feeder	BP SERIES
BP-80009A*	Cut Sheet Feeder	SP SERIES, SL-80AI
MP-13009A*	Cut Sheet Feeder	MP-1300AI, SK-3000AI
MP-53009A*	Cut Sheet Feeder	MP-5300AI, SK-3005AI
SBP-1009	Cut Sheet Feeder (Bin #2)	SBP-10AI
SBP-1006S	Cut Sheet Tray (Standard)	SBP-10AI
SBP-1006L	Cut Sheet Tray (Large)	SBP-10AI
SBP-1007	Face Down Stacking Unit	SBP-10AI
SBP-1080-1	Font Cartridge (Prestige Gothic)	SBP-10AI
SBP-1080-2	Font Cartridge (Script/Orator)	SBP-10AI
SBP-1080-3	Font Cartridge (OCR-A, OCR-B)	SBP-10AI
Prt. Stand	Printer Stand	SP SL, MP, SK, BP SERIES
VP-35450	Thermal Paper	VP-35, VP-45
VP-1150S	Thermal Paper	VP-95, VP-95H, VP-115, VP-3500
VP-1150	Synthetic Thermal Paper	VP-95H, VP-115, VP-3500

All models and specifications subject to change without prior notification.

**AVAILABLE SOON:
 LASER AND HIGH-RESOLUTION
 VIDEO PRINTERS.**

DISCOVER SEIKOSHA— QUALITY PRINTERS & PEOPLE

We are one of the first computer printer manufacturers in Japan. Two decades ago, we started designing and manufacturing high quality printers for original equipment manufacturers (OEM). Our name always appeared inconspicuously—unseen by most and unknown by many.

We were the most popular, anonymous printer manufacturer in the world. Some of our history includes:

- 1973—Introduced first dot matrix printer in Japan.
- 1979—Introduced first video printer.
- 1980—Developed Uni-Hammer method—a more durable, reliable and economical printing technique.
- 1983—Introduced first 420 cps dot matrix printer.
- 1986—Introduced first 300 cps dot matrix printer with seven color options.
- 1987—Introduced first 800 cps, 18-pin printer.

Our goal before was to be first in OEM printer products. Our goal and commitment now is to be first in printers with a name you can always recognize and trust. SEIKOSHA.

TODAY

SEIKOSHA printers represent proven technology at value-oriented prices. When you add superior service and outstanding support, the combination is unbeatable!

OUR PRINTERS ADDRESS YOUR NEEDS

Since we understand that applications vary along with budgets, we provide a full range of printers. Whether you need a high speed printer for data/word processing, a letter quality printer, an inexpensive printer for the home or a sophisticated network of printers capable of a variety of applications, SEIKOSHA can provide the right solution to your needs. In addition, SEIKOSHA printers are plug-compatible with IBM, Commodore and Apple as well as other computers.

PRODUCT RELIABILITY

We are proud that our printers have one of the highest reliability rates in the industry. This assures that you are buying a reliable printer that performs today and will continue to perform well into the future.

WARRANTY PROGRAM

SEIKOSHA printers are long-lasting quality performers and highly reliable. To demonstrate our confidence in the entire product line, we offer an outstanding warranty program that's better than, or equal to, other printer warranties.

PERSONAL TOUCH SERVICE AND SUPPORT

We feel a personal obligation to answer *any* question you may have about our printers. All you have to do is call our National Hotline Number. A SEIKOSHA representative—not a message taker—will be more than happy to provide you with the answers you need at the time you call.

Our personal touch can also be found in our user manuals. They are written in plain and understandable English so that the user can operate our printers as soon as possible.

NATIONAL SERVICE NETWORK

There are over 150 Authorized SEIKOSHA Service Centers throughout the United States and Canada. Each can provide on-site servicing by a specialist fully trained in SEIKOSHA printers.

IMMEDIATE SHIPMENT

We appreciate your immediate needs. We will ship product within 24-hours upon receipt of your written order. Reputation. Quality. Value. Service. Now it's all here under one name: SEIKOSHA.

