



Market Equipment Inc.

Call for PBI Service: (562) 595-4785 or (209) 839-9280 (Toll Free) 1-800-421-3753

## SM-720 Series



**5959032**  
**SM720EB**



**5959047**  
**SM720EP**



**5955076**  
**SM720TB**



**5954921**  
**SM720TP**

### Features

- Alpha-Numeric Display with Scrolling Messages
- 2MB Base Memory (expandable to 10MB)
- 80mm wide Thermal Head; Prints labels at speeds up to 153mm per second
- 3 Color LCD Customer Display
- Flexible label formatting with full graphics capability; 99 program-mable formats
- Quick and Easy label changes using the removable cassette
- Capable of full ingredients and cooking instructions up to 99 Lines
- Remote Update of: Operating System, PLU Files, Label Formats, Preset Keys, Images, Advertising & Scrolling Messages.
- Integrated Wireless 802.11b&g with WEP, WPA-PSK, LAP Encryp-tion (Optional)
- Date & Time Stamp for Fresh Item Management!
- Supports: Allergens, Trans Fats & COOL Labeling

### Specifications

**Capacity:** 30lb

**Dual Range -** 1-15lb x 0.005  
15-30lb x 0.01

**Display:** SM-720TB/TP-LCD, with Touch Screen  
SM-720EB- Sequential Alpha-Numeric  
SM-720EP- Sequential Alpha-Numeric  
SM-720H- Simultaneous Alpha-Numeric

**Power Source:** AC 110V, 60 Hz, 30 W, 0.3 Amps

**Electrical Approval:** CSA

**Operating Temp:** 14-104F

**Operating Humidity:** 85(%RH) at max.

**Keys:** 576 presets, 36 funtions (SM-720TB)  
32 presets, 15 functions (SM-720EB)

**Label Size:** Max. 80mm (w) x 240mm (l)

**Printer:** 80mm (w), 190 DPI High  
Speed Direct Thermal Imaging

**Printing Speed:** 153mm per Second

**Printer Characters:** Standard Alphabet  
and other Characters  
Optional Foreign Formats

**Memory Size:** 2MB Standard (Optional up to 10MB)

**Standard Interface:** 16W x 16.4D x 6.2H Inches

#### OPTIONAL

**6000900** - S/S Fish Platter For SM25/60,  
SM90, SM720, SM5500 Scales  
17 1/8" x 11 5/8" x 5/8"

#### OPTIONS MUST BE PURCHASED W/ SCALES:

**6000235** - 11 Meg Wireless Bridge For SM-720  
Scale Teraoka Type