



R I M A G E ®

## MAESTRO NEWS

### Welcome

Before we begin the first Maestro communication, Rimage would like to thank you for your interest in the Rimage Maestro system. We are excited to share with you information about the upcoming product. If you have any questions or are looking for any specific information from Rimage, please reach out to us at [teamrimage@rimage.com](mailto:teamrimage@rimage.com) and we will be happy to answer. We may include the answer in a future Maestro communication, allowing your question to help others. We will include this information on the Rimage website after our subscribers have access to this information first.

### Data Modules

The first component of the Maestro consumables is the data module. This broadly consists of three features, the USB connector, the NAND flash memory, and the retaining clips to interface with the case.



Rimage Maestro supports both USB 2.0 and USB 3.0 connectors, which are the most common connectors available in the market. In the future, Rimage can add USB C connectors, sometimes called USB 3.1. Since the Maestro system was designed to accommodate future USB connectors, you will be able to field upgrade your Maestro system to support the newer formats as they become available. USB C has a different connector, meaning you would need to swap the USB recorder to utilize USB C in the Maestro.

The current capacity of the NAND flash memory available in the Maestro is 8GB, 16GB, 32GB and 64GB for the USB 2.0 version, and the same plus 128GB for the USB 3.0 version. The Maestro uses industry standard NAND flash memory, so as larger sizes or other features become available in this form factor, you will be able to use them in your Maestro system without needing to purchase new hardware.

The final component of the data module is the retaining clips. This innovative feature allows the data module to be inserted into the case securely, while still allowing the USB connector to retract into the case for protection or extend from the case to plug into a USB port. This feature does mean that the data modules are unique only to Rimage.

### Cases

There are two sizes of cases that the Maestro supports. These are the thumb case and the pocket case. The thumb case is very similar in size to most typical consumer USB devices, at 25mm wide, 54mm long and 7mm thick. The pocket case is larger, allowing more printable surface area. The pocket drive is 54mm wide, 85.5mm long and 7mm thick. These are about the same dimensions as a business card.



The thickness of the card is a result of supporting USB 3.0. While there are thinner USB devices marketed as "business card" size, these are limited to being USB 2.0 devices due to the connector. USB 3.0 and USB C devices require a full metal housing for the connector. Since Rimage wants to support USB 3.0 and other new technologies, we opted for a slightly thicker card to protect the required connector.

Other features of the Maestro cases include a key ring on one corner. This is located on the side corner of the card so it does not subtract from any of the printable surface. There are also two pin holes on either side of the case that will allow you to release a data module from the case if needed. Cases are offered in white only and are thermal printable for use in the EncoreCP printer.

## Ribbon

The Maestro system includes an EncoreCP printer, based on our Everest series of thermal retransfer printers. The EncoreCP includes a specially designed printer tray to support the cases, but is otherwise identical to our Encore printers, including the ribbon. Just like the Encore printer can print 500 discs with a single CMY ribbon, the EncoreCP can print 500 USB drives with the same ribbon. This includes both front and back printing for the cases. With the printer being so similar and the ribbon being identical, Rimage offers decades of experience and optimization in the Maestro system from day one.



## Sales

The cases and data modules for the Rimage Maestro come in packs of 100. For the cases, each pack includes four individual wrapped sets of 25 cases, with an easy loading mechanism built right into the packaging. Each magazine in the Maestro can hold up to 25 cases at once, so this packaging makes it quick and easy to load an entire magazine all at once. To protect the data modules in transit, they are packaged a little bit different. The packaging includes groups of 5 data modules that are easy to grab and load at once. The EncoreCP ribbon, which is shared with the optical disc Encore printers, comes as two separate ribbons, a color print ribbon of 500 CMY panels or monochrome, and a retransfer print ribbon of 500 panels.



## Final Thoughts

If you have any further questions about the Maestro consumables, or anything else about the Maestro system, please let us know. We'd love to hear from you as we get closer to launch. Stay tuned for more information about that soon!

Next time, we will discuss the new Rimage Automation Software that will power the Maestro system.

Rimage, 7725 Washington Avenue South, Minneapolis, MN 55439

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