

Datamax-O'Neil April Newsletter

Pg. 1: Editorial

Pg. 2: D-O introduces VPP to EMEA

PRODUCT UPDATES

Datamax-O'Neil Launches Next Generation MP Compact4 *Mark II* Printer Line

This month, Datamax-O'Neil introduces a new generation of its MP Compact printer family, now designated the MP Compact4 *Mark II* and the MP Compact4 Mobile *Mark II*. The industry's most compact ruggedized printers now offer higher print quality and performance, as well as expanded emulation capabilities. The new models incorporate these features:

- Datamax-O'Neil's DPL printer language
- Optional W-LAN 802.11 B/G with WPA2 security protocol
- IntelliSEAQ™ printhead, which provides analytics and reporting capabilities
- Expanded emulation capabilities
- "Top of Form" multi-function sensor

"The MP Compact4 *Mark II* printers have an incredibly small footprint that allows them to be used in applications where space is limited," said Umesh Cooduvalli, senior product manager for Datamax-O'Neil. The printer is ideal at the front desk of a hospital or in the box office of a movie theatre, or it can be installed on forklift trucks and mobile stations. It can operate from a connection to a forklift's battery. Its vibration-proof design makes it the perfect choice for warehousing logistics.

Apex and S2000i Printers Bring Diversity into Extensive Mobile Printer Family

Datamax-O'Neil has integrated the former Extech Apex and S2000i printers into its printer portfolio, and the rebranded printers are now available to our worldwide partner network. These printers expand the range of applications of our mobile printers and will provide new opportunities for growth in the increasingly mobile global workforce.

"The Apex and S2000i printers bring a value element that will appeal to customers that demand ease of operation, reliability, and low cost, but don't require the extremely rugged characteristics needed for certain applications," noted Paul Lehmann, director of product management for Datamax-O'Neil.

The APEX portable printer family is a full-featured portable receipt printer designed for various job environments, including field service, field sales, hospitality and restaurants, ticketing, and

many others where point of service receipts are required. The printers are light weight, compact, easy to use, and are available in 2-, 3- and 4-inch receipt capabilities. The Apex printers are available with USB and Class 2 Bluetooth® communication as standard. A variety of communication options are available, including Serial, IrDA, Class 1 Bluetooth, Wi-Fi, and/or 3 Track Magnetic Card Reader.

The S2000i is a compact, 2-inch dot matrix printer with serial/IrDA communication interfaces. The printer can be operated from an industry standard five cell metal hybrid battery cartridge or from an AC power adapter, adding greater flexibility for mobile applications. A magnetic card reader option is available for POS applications.

IQ Certified Printer Supplies Now Available

IQ Certified Supplies, now manufactured by Datamax-O'Neil, are engineered, tested and certified for optimal performance in your Datamax-O'Neil printer. We ship the highest quality printer supplies available anywhere from three locations: California, Illinois, and Florida. As always, we are dedicated to complete customer satisfaction, before, during and after the sale.

Through Datamax-O'Neil Printer Supplies, we have been a leading provider of labels, receipts, and tags, for the most basic to the most demanding applications, for more than 30 years. As a full-service label converter, we specialize in complete color pre-printing services for all custom products, including art, design and production.

CASE STUDY

Wuhan Institute of Biological Products

Datamax-O'Neil's I-Class printer helps manufacturer respond to government requirements and gain higher productivity and profitability

In 2008, the Food and Drug Administration in China passed legislation that required pharmaceutical enterprises involved in the manufacture and distribution of pharmaceutical products to apply barcode identification on all unit-dose medical product packaging. As a pharmaceutical manufacturer specializing in vaccine production, Wuhan Institute of Biological Products had to find a barcode solution to meet the requirements set by the legislation. They sought the help of Datamax-O'Neil's reseller, Gicom Enterprise, to implement a track-and-trace solution, using Datamax-O'Neil's I-Class series industrial printers.

Wuhan Institute of Biological Products produces an average of more than 100,000 vials of various vaccines daily. These vaccines have to be delivered to health and epidemic prevention stations as well as disease control centers throughout China on time and uninterrupted to meet the daily needs of disease control and prevention. While complying with the new legislation, they also had to ensure that product identification in the manufacturing process would not impact the existing production flow or slow down productivity. To support this, the Institute required an industrial strength printer that it could rely on for mission critical and accurate barcode label printing.

Enter the I-Class series printers. The I-4208 and I-4308 barcode printers feature a tough, modular design that includes a die-cast aluminum frame that assures durability and rugged reliability. The printers come with a standard 32Bit processor and 8MB (16MB) of standard memory for fast first-label output and print speed of 8 inches per second, with a printing resolution of 203dpi (I4208) and 300dpi (I4308) respectively, perfect for printing clear and accurate barcode labels for medical packages that come in varying sizes.

Another notable advantage: the printers' ability to provide capacity for a 450m ribbon, with a maximum capacity of up to 600m. "During production, there is no need for operators to replace media so frequently," said Shelley Xue, Datamax-O'Neil's Territory Manager for Northern China. "Printing is uninterrupted, and this helps our customer save both time and cost. For pharmaceutical manufacturing, the ability to produce medical products on-time can mean more

lives saved. Also, our printers offer long warranty periods, which gives our customers the assurance they need.”

Centralized Printing Solution

To meet its high production requirements, Wuhan Institute of Biological Products deployed 13 printers: two units of I4208 and 11 units of I4308. It also specified it needed a centralized system capable of managing and controlling multiple printers simultaneously to save time and cost. Gicom Enterprise recommended a solution that allowed all printers to be centrally managed by a single host device via a wireless network. From deployment to on-going supervision and troubleshooting, only one operator is involved in transmitting work commands to the printers via a PC from the control room. By utilizing the system, the production line can churn out up to 300 barcoded packages per minute. At the same time, the printing solution identifies and sorts inaccurately-coded labels that can be picked up by production operators for subsequent reprint and correction.

The full implementation of the printing system took four months. The printers are still running smoothly and Wuhan Institute of Biological Products is extremely satisfied with the printer performance. Not only did it meet the legislative requirements set by the government, it also continued to maintain its productivity level, hence achieving a win-win result.

CASE STUDY

Genesis Oil

Datamax-O'Neil 4te Printer and Qualcomm OmniTRACS® Mobile Information System Refine Crude Oil Transportation

Every day, millions of people drive into gas stations to refuel their cars without giving a thought to the process of how that fuel gets there when they need it. Genesis Crude Oil plays a central role in transporting fuel to gas stations in the Gulf Coast region of the United States. As a division of Houston-based Genesis Energy, Genesis Crude Oil moves crude oil, via trucks, from pumping stations to strategically located storage facilities, where the product is held until it's time to move it to a refinery.

To make sure its deliveries always flow smoothly, Genesis Crude Oil equipped its fleet of trucks with the OmniTRACS® Mobile Information System from Qualcomm Enterprise Services. This system allows Genesis dispatchers to maintain contact with all drivers at all times. "We can use the OmniTRACS® System to send messages to drivers in places that cell phones don't reach," said Terry Lincecum, Louisiana district manager for Genesis Crude Oil.

About a year ago, as the Louisiana region was adding new trucks to its fleet, Lincecum discovered a way to make the OmniTRACS® System even more valuable: he upgraded the printers they use with the system. "The printers we were using were becoming obsolete; repairs were becoming costly," Lincecum recalled.

At the suggestion of Systems Application Engineering, Inc. (SAE), a Houston-based value-added reseller and systems integrator, Genesis Crude Oil selected the microFlash 4te wireless portable thermal transfer printer from Datamax-O'Neil. The 4te is the latest version of Datamax-O'Neil's legendary 4t printer, the industry's leading portable thermal printer and the defacto standard for route accounting and field mobile printing applications.

To accommodate the need for faster transaction processing in the fast-paced world of mobile field applications, the 4te printer incorporates a new, 32-bit RISC ARM 9 processor that allows the printer to process complex applications up to ten times faster, and enables the user to enjoy exceptionally high print throughput. It can print up to 2,240, 6-inch receipts on a single battery charge with automated, power-saving sleep and wake-up modes.

That printing capability was a selling point for Genesis Crude Oil, which was getting complaints from drivers about having to replace the paper in the older printers too often. But the most attractive feature of the 4te, according to Lincecum, was the newly developed kit for pairing the printer with the Qualcomm OmniTRACS® System. The kit made the transition to the new printer seamless. Lincecum noted that both drivers and customers like the new printers:

“The drivers like them because they don’t have to change the paper as often, which improves their efficiency. Customers like them because the print quality makes the receipts much easier to read.”

After six years in the field, fewer than 10 percent of the units have ever been in a repair facility, even though they operate in harsh industrial environments. “We don’t have nearly as much downtime now,” Lincecum said.

WEBSITE

Updated Website Provides Expanded Benefits, Easier Navigation, and Eight Language Options

Datamax-O'Neil's new website (www.datmax-oneil.com) combines access to its stationary and portable printers, as well as printer supplies, into one, easy-to-use resource for partners and customers. The website is available in eight languages: English, French, German, Italian, Spanish, Portuguese, Russian, and Chinese.

"Our goal was to create a website that provides true value to our customers around the world," said Plamen Petkov, vice president of marketing for Datamax-O'Neil. "We've designed an intuitive website that's easy to navigate and contains resources that allow our customers to more effectively adopt our printing solutions."

Extremely rich in content, the website provides specifications, features, and benefits; options and accessories; and software for each printer, as well as a list of supplies that are best suited for that printer. A list of the ideal solutions and applications for each printer makes it easier for customers to find the right printer for their requirements.

The Knowledge Library features the latest case studies, videos, white papers, and newsletters to help customers make the most of their Datamax-O'Neil investment. A Service and Support section offers partners the ability to download drivers, user's manuals, and other technical resources. A comprehensive Supplies section provides in-depth information on the most appropriate supplies for each printer and application.

"The introduction of the new website will come about in two phases," Petkov explained, "and we expect to have all the major components available within three months." An expanded Partner Center, which will be available in May, provides more features, downloads, and access to sales tools, such as customizable literature, sales presentations, and printer configurations, providing value to our partners around the world. An e-commerce capability will allow customers to conveniently and quickly purchase supplies on-line.