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DRAWING WINNER!

Mike Bower of Print-O-Stat was the winner of Paradigm's Sony Bravia Home Theater Giveaway in January. Mike's name was selected in a random drawing of Paradigm dealers who purchased one or more imagePRO Gx / GxT 42 C or E model scanners. The home theater included a 52" Sony Bravia LCD TV and 1000W 5.1-Ch. home theater system with a Blu-ray disc player and iPod dock. Mike says he and his children are enjoying their new entertainment system very much. Congratulations, Mike!



SONY

Sony Bravia 52"/1080p/LCD HDTV
Sony Bravia 1000W 5.1-Ch. Home Theater System
Blu-ray Disc Player and iPod Dock

A \$2,200 Value!

PARADIGM EVENTS

ITEX 2010

Paradigm Imaging's first trade show of the year was the 2010 ITEX Show. The 10th annual event, held in Las Vegas, Nevada March 3-4, was attended by more than 2,600 dealers, VARs, manufacturers, business owners and consultants.

Paradigm featured the imagePRO Ci40 scanner, recent recipient of the BERTL® Outstanding 4 ½ Star Rating. Also featured was the EIS Supra Large Format Multifunction System, another recipient of the BERTL® Outstanding 4 ½ Star Rating. The traffic at Paradigm's booth was steady and, more importantly, consisted of interested, key contacts. In addition to exhibiting, Paradigm participated in one of the ITEX Power Hour Sessions. Their presentation, "How to Grow Your Business with Wide Format" was well attended and succeeded in driving traffic to the Paradigm booth.

For more information on upcoming Paradigm events, visit us at www.SCANtopia.com.

LARGE FORMAT PRODUCT NEWS

Paradigm imagePRO Q

The imagePRO Q is the newest member of Paradigm's popular line of multifunction systems. Starting at just \$9,995.00, this unique 24" system includes best of breed technology from Canon and Paradigm Imaging. The imagePRO Ci24HD scanner combines fast scanning speeds with CIS technology for capturing fine lines and details in technical drawings and maps. The Canon iPF650 printer is the perfect companion, built for speed and ease-of-use with uncompromising quality. Both the imagePRO Ci24HD and the iPF650 are environmentally and user friendly. Here are a few of the key features of this dynamic scan-print-copy system:



- imagePRO Ci24HD 24" Scanner
- Canon iPF650 24" Printer
- Rocket Scanner Controller

- Exclusive Paradigm imageFLOW® scan-print-copy software
- Mini 101 keyboard with touch pad
- 15" touch screen panel
- Paradigm's sleek Ergo® Stand, a single-footprint solution for limited space requirements
- One-year on-site warranty

For more information about the imagePRO Q and the entire line of Paradigm's multifunction systems, visit us at www.SCANtopia.com

DISPLAY NEWS

EXPO Series Popup Displays

The latest addition to the Paradigm Imaging display family is the EXPO Series – a unique selection of pop-up booths. The EXPO Series display systems are affordable yet durable. Our introductory price of \$1,595 INCLUDES end-to-end graphic panels and lights. Available in a variety of configurations including gull wing, curved, and a curved-straight combination, the EXPO series is a viable option for those looking for a beautiful, high quality booth at a reasonable price. All EXPO Series packages include:



- END TO END GRAPHIC PANELS
- Self locking frame
- Magnetic bars
- Heavy duty wheeled case with wooden top
- Halogen Lights
- Limited Lifetime Warranty

To see the entire selection of EXPO pop-up booths and all of our display products, visit us at www.paradigmdisplaysolutions.com

MEET TEAM PARADIGM!

Meet Jane Napolitano

Jane is Paradigm Imaging's Marketing Manager and has been with the company for three years. Prior to coming to Paradigm, Jane worked at Graphtec America for approximately 15 years and most recently held the position of General Manager of Marketing. She

is responsible for a variety of marketing activities, including advertising, press releases, web site development, trade shows, and dealer communication – just to name a few!



“Working at Paradigm is a great experience. I consider myself lucky to be able to say that I truly love coming to work each day. There is a great atmosphere of camaraderie, not to mention the work ethic shared by everyone here at Paradigm,” says Jane.

In her spare time Jane enjoys reading, bike riding, yoga and spending time with her husband Gary and her dog Penny the Puggle.

TOPICS AND TIPS!

How to Grow Your Business with Wide Format

(Excerpt from ITEX 2010 presentation by Jane Napolitano)

Wide Format vs. Small Format – History

Although the two markets share the same fundamental technologies, the wide format and small format markets used to be very separate markets, especially in three distinct areas:

- Software – Poor cross market compatibility.
- Differences in Product Sales Channels
- Need for Seamless/Integrated solutions

Software

Small format document management application viewers did not work well for engineering documents and could not handle CAD file formats or the large pixel count of wide format image files. There was also a lack of support for drawing “Redlining” or design collaboration. Software designed for the small format segment could not provide EDM workflow requirements such as engineering change orders (ECO's), drawing revisions, check-in/check-out procedures and image acquisition. Conversely, wide format document management software applications could not adequately address the requirements for small format documents. Today, there are many software solutions that address the needs of both markets.

Difference in the Channels

There has been a definite distinction between the small format and wide format dealer channels. Wide Format products have traditionally been supplied through dealer channels such as reprographics, CAD and engineering supply companies. Small format products have traditionally been supplied through

document imaging VAR's and the office copier dealer/direct channels. There has been a persistent tendency for companies to focus on their own traditional (familiar) market due to their established business model and a lack of knowledge and experience with the opposite market.

Seamless Solutions

Many companies (customers) adopted departmental solutions, i.e. for accounting, engineering, facilities, personnel or the general office, sourced through separate suppliers that focused on either the small format or wide format markets. Increasingly, customers are seeking suppliers that can offer a broader range of solutions that address the capture, storage, management, distribution and printing of a wide variety of documents – large and small.

Today – New Opportunities

The current economy presents new opportunities. Customers are seeking new ways to economize; large companies are downsizing and consolidating locations; multiple departments and divisions are now in one office. The “new” office may now house engineering, facilities management, design and graphics. Within your existing customer base there may be a wealth of sales opportunities right in front of you. It will be necessary to look beyond traditional small format users such as the accounting and business administration departments. Who else is there? What other departments are under the same roof?

Service adds Revenue

Increased placement of wide format equipment creates a need for service. Wide format scanners are inherently trouble-free. They contain very few moving parts (rollers, motor), and have few consumables (glass). Additionally, many wide format manufacturers offer up to three years of parts support, reducing the dealer's liability for the cost of parts. Extensive tech training programs are also available.

Although wide format scanners are viewed as being similar to printers, they require significantly less service. Preventive maintenance is simple, only requiring calibration. Another important note - annual service contracts for wide format equipment are generally about 15% of equipment MSRP. On a \$15,000 piece of equipment, that's a \$2,250 annual service contract and most annual service contracts generated few or no service calls.

Why Wide Format?

Traditional copier channels can increase offerings (and profits) by including wide (large) format solutions. Wide format solutions have moved towards being the rule instead of the exception for many offices as workflow needs change. Consolidation and restructuring of companies creates new opportunities for wide format systems within existing accounts. Don't overlook what might be right in front of you! Wide format solutions will help you to expand your product offering, increase your customer base and grow your business.

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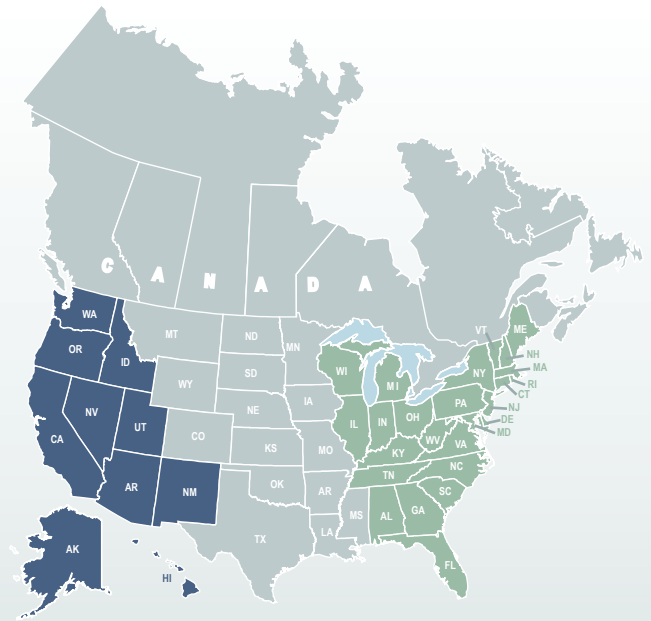
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