



Large Format Scanning & Printing *e-news*

President's Message

As 2003 concludes and we begin a new year, I would like to draw attention to the success of one of our manufacturing partners. Success is not a commodity and is not easily acquired. On behalf of Peter De Winter Brown Sales and Marketing Director for ACTION Imaging Solutions, I would like to convey the success they have achieved in 2003.

“For ACTION Imaging Solutions, business has never been better. In 2003 we set new records for unit sales in 9 out of 12 months. World-wide unit sales of Colortrac large format scanners grew by 50% over 2002. This growth was driven largely by our two most successful business partnerships; Paradigm Imaging in the USA and Tsing Hua Unisplendour in P.R. China. Sales of Colortrac scanners in the USA increased by over 50% in 2003 and we expect this positive trend to continue in 2004.”

“In the US Paradigm Imaging has made a considerable investment in their infrastructure by building a highly experienced team of Channel Managers and inside Sales Managers to help facilitate the business through out their channel. We believe the significant increase in Colortrac sales in the U.S. is a direct result of this investment by Paradigm. We also believe they are the largest and most committed distributor in the large format scanner market in North America.”

Paradigm Imaging is pleased that we have contributed to the growth of ACTION Imaging and will work hard to help make 2004 an even bigger success. — Randy Geesman

Paradigm Adds Regional Sales Manager

Paradigm Imaging Group is pleased to announce the addition of Mike Ireson as Regional Sales Manager covering Canada and the Rocky Mountain Region.

Ireson is a veteran of the large format scanning and printing industry, and has over eighteen years of experience in various management positions. Mike has spent much of his career in the wide format imaging business selling both equipment and services. His most recent position was with

United Reprographic Supply as a document specialist. He also served as Dealer Sales Manager over ten states with Xerox Engineering Systems. Prior to his experience with Xerox he was with Ozalid/GAF as District manager and CAD specialist.

“Mike brings a wealth of knowledge and experience to this region and we are excited to have him as a member of our team.” states Randy Geesman, President of Paradigm Imaging Group.

Paradigm Imaging & Onyx Graphics Announce Strategic Partnership

Paradigm Imaging has reached an agreement with Onyx Graphics, becoming a Platinum reseller for their RIP products.

“We are extremely excited to be representing the industry leader in RIP technology” states Randy Geesman.

Under this agreement Paradigm will be marketing the entire suite of Onyx software. “Our main objective will be to bundle the Onyx RIP center software with the Graphtec JW 1000 wide format printer giving our customers a very powerful 6 color CAD and Graphics printer at an extremely affordable price point” states Randy Geesman.

This agreement also allows Onyx and Paradigm to cooperatively market their products to joint accounts.

“The Paradigm sales team is extremely excited to have Onyx as a product and look forward to promoting this product through our reseller channel.” comments Steve Blanken of Paradigm Imaging. “Offering products from the industry leader in the software RIP market, along with our scanning and printing products, gives the Paradigm sales force the broadest selection of wide format scanning, printing and copying solutions for our customers.” adds Blanken.

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Special points of interest:

- “For ACTION Imaging Solutions, business has never been better.”
- Paradigm Imaging & Onyx Graphics Announce Strategic Partnership
- Paradigm Mania - Coming January 2004
- Scanners With Glass Vs. Open Aperture Scanners
- Paradigm Imaging Offers A Variety of Portable Banner Stands & Easel Stands for Tradeshow, Presentations and point of purchase displays.

Paradigm Imaging Announces ACTION Imaging Release of ScanWorks v2.3 and CopyWorks v2.00 Software

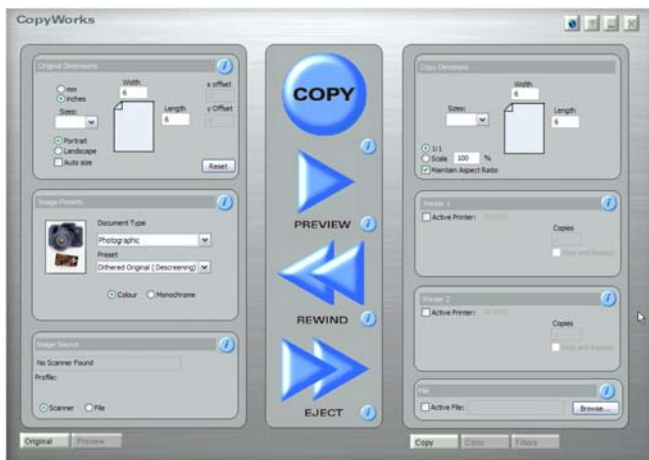
Colortrac is now offering a completely new software suite for its large format scanners. The new software offers a host of user interface and function enhancements with improve ease of use, image quality and productivity for the Colortrac and ANAtech scanner model series.

ScanWorks now supports:

- ▶ PDF & JPEG2000 formats
- ▶ Scan2email with image re-sampling to lower dpi for smaller file sizes
- ▶ Print current view to any attached Windows™ printer
- ▶ Multi-level file name indexing
- ▶ Monochrome photo dithering to B&W
- ▶ Image editing and join for the new Colortrac Flatbed 24120 A1 scanner

CopyWorks v2.00 is a complete re-write offering:

- ▶ Basic and Professional versions
- ▶ Completely new user interface with simplified setup and controls
- ▶ Full set of factory preset filter settings for excellent copies of common original types
- ▶ Save and Print standard file formats with ICC color profiling
- ▶ High resolution preview and crop
- ▶ Image and color editing filters
- ▶ Closed loop ICC color matching



ScanWorks and CopyWorks are supplied with all new Colortrac enhanced scanners, the Colortrac Flatbed 24120 A1 scanner and ANAtech Eagle Color enhanced scanners, and available for paid upgrade by current scanner users.

Paradigm Mania - Coming January 2004

Coming to your town January 1, 2004 "Paradigm Mania" The Superwide Scanner Smack Down! See the ultimate match in the wide format scanner market. Backed by Paradigm Imaging this promotion pins the competition. For a limited time when you order a Colortrac Superwide scanner model 5480e 54" scanner or 4860e 48" scanner you get an instant rebate of **\$7,875.00** on the 5480e or an instant rebate of **\$5,625.00** on the 4860e. In addition to these amazing rebates you will also receive additional savings on free shipping and free indexing and upgraded copy software. Please see the ad below for details.

Hurry if you are in the market for a wide format scanner **YOU DON'T WANT TO MISS THIS MATCH!**

Dealers, to participate in this Promo, please contact Paradigm Imaging for your special Smack Down promotion code.

SUPERWIDE

SCANNER SMACK DOWN!

Colortrac Smacks Down The Competition With Killer Deals on 48" & 54" Wide Scanners

- \$7,875 Instant Rebate (5480e Model)
- Free Shipping (\$350 value)
- Free VB-Index Software (\$695 value)
- Free CopyWorks Pro Upgrade (\$2,000 value)

\$10,920 Total Value!

Dealers: Ask about our Sales Rep. Incentive Program.

4860e - 48" Wide
5480e - 54" Wide

2 Year On-Site Warranty

The Best Warranty In The Industry!

Colortrac 4860e MSRP is \$22,500, Total Savings is \$8,670 including the instant rebate of \$5,625. Colortrac 5480e MSRP is \$31,500, Total Savings is \$10,920 including the instant rebate of \$7,875. Free shipping is 3-5 day service. Additional shipping costs may apply to Alaska, Hawaii and Canada. Offer expires March 31, 2004.

Colortrac
By
ACT
on
Scan
Solutions

Paradigm Imaging Group
www.SCANtopia.com or Call 888.221.7226
From Canada Call: 714.432.7226

WHAT IS A GLASSLESS SCANNER?

Large format scanners can be split into two categories: those with glass and those without. All scanners have cameras or sensors that “look” at a document through an aperture. Scanners with glass scan the document by looking at it through the glass that covers the aperture. Scanners without glass must move the document over an open aperture through which the cameras of the scanner can look at the document.

Which is better? The simple fact that there are both types of scanners on the market shows that each design has its advantages and disadvantages.

Because a scanner without glass must pass the document being scanned over an open aperture, there is the possibility of the document “diving” through the aperture. Thus, documents that have excessive curl on the leading edge can jam in the scanner. These documents may require some extra handling to remove the curl or

the use of a sleeve to properly feed through the scanner.

The largest advantage to scanners without glass is that they eliminate the main cause of streaks in a scanned image: dirt or scratches on the glass. When scanning a color document the scanner must accept everything that it sees. Even a small scratch or a small amount of dirt on the glass will produce a streak in the image.

If a streak is caused by dirt on the glass, it is fairly simple to remove the dirt. However, you will have to re-scan the document to get a streakless scan. Keeping the glass clean through a scan can be very difficult when the cause of the dirt is the document itself. We have had some project where we have had to clean the glass every two or three scans. This slows down the entire process of scanning documents.

If a streak is caused by a scratch on the glass, then the only way to avoid

a streak in the scanned image is to scan the document to one side of the scratch, effectively, reducing the size of the scanner. Glass is always considered a consumable item, and it will always get scratched. How many and how quickly depends on the amount of use and the type of documents. The glass can be scratched instantly by a document with a staple or grit on it. In any event, the glass will eventually develop fine scratches from the dirt that occurs on every paper or mylar document.

Once the glass gets too scratched, it must be replaced. Replacing the glass on a large format scanner typically costs between \$250.00 and \$500.00. This fact needs to be taken into account when deciding what scanner to buy.

One more note. We actually had a project that consisted of scanning stencils on sheets on metal. We could not have done that on a scanner with glass.

What Our Customers Are Saying About Us.

In an effort to continually strive to be the best we can be, we like to randomly survey our customers to see how we are doing in their eyes, and here is what a few of them had to say about us.

Phillip Arnold Sales Manager with Springfield Blueprint.

“Paradigm Imaging is totally committed to supporting us and we have had great success with their Graph-tec scanner. Their Regional Sales Manager Keith Roberts is one of the most knowledgeable distributor reps we have ever dealt with.”

Vince Burns with Reliable Reprographics.

“Paradigm has been a good business partner for us . They deliver great

products and have an excellent sales and support staff to back up their product offering. We have been doing business with Paradigm Imaging for the past 3 years and have always had a very positive experience.”

Jack Cord with Jiffy Reprographics in Clearwater Florida has this to say about Paradigm Imaging.

“ Paradigm’s sales team is great to work with they are extremely knowledgeable and support us in every step of the sales cycle.”

“The scanners they distribute are the best in the industry and are backed up by a great administrative and technical support team and they always get back to us immediately if we have any issues.”

Because they carry more than one manufacturers line of scanners (Action Imaging, Graph-tec) we feel that they always have the customer’s best interest in mind.

Shaun Meany, Sales Director at Hon Blue in Hawaii.

“Hon blue has had a long-standing relationship with Paradigm Imaging. “Paradigm is a great company, they have great scanner products backed by a strong sales and support team.” Paradigm also has very nice entry-level document management software called Visual Base EDM. This piece of software gives us a nice competitive edge and allows us to supply a departmentalized solution for our customers for document management. “

Wholesale Pricing on Banner Stands

Paradigm Imaging Group now offers a variety of light-weight and portable banner stands and easel stands for tradeshow, presentations, conventions and point of purchase displays.

Available in a range of styles, sizes and prices to fit all customers needs, the stands can be viewed on Paradigm's website <http://www.SCANtopia.com> and are being offered at special introductory pricing. Discounts are available for large quantity orders. Paradigm also offers printing of banner graphics.

Banner Stand Features:

- ▶ Extra stable tripod base
- ▶ Nylon carrying case
- ▶ Weighted base that can be filled with water
- ▶ Brochure holder
- ▶ Lightweight and portable
- ▶ Quick set up time
- ▶ Telescopic stands

Telescoping "Blue" Banner Stand.

Color: Silver & Black
width option - 33.5" or 39.5"
height - up to 88"
Wt: 4 lbs.



Nylon hard carrying case included

Locate Your Paradigm Imaging Sales Manager



- [Frank Blundell](mailto:frank@paradigmimaging.com)
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- [Keith Roberts](mailto:keith@paradigmimaging.com)
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 mike@paradigmimaging.com
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Click on your state to e-mail your nearest sales manager. All of our sales representatives can be reached at 1-888-221-7226.

C o n t a c t & C o m p a n y I n f o r m a t i o n



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Visit Our Dealer Website at:
www.SCANtopia.com

Paradigm Imaging Group is a large format solutions provider whose expertise extends from scanning and printing products to imaging systems integration, software development and product distribution. Paradigm counts among its clients, companies in reprographics, architecture, engineering, construction and manufacturing, as well as numerous public agencies at all levels of government. Since 1989, Paradigm has grown to become a leading provider of large format scanning and document management solutions. As both a service bureau and as a custom solutions provider, Paradigm Imaging Group is uniquely positioned to share with it's clients the experience gained from using imaging products on a day-to-day basis and the knowledge gained through developing document imaging products.