



## Large Format Scanning & Printing *e-news*

### President's Message

Since 1989, Paradigm Imaging Group has become a leading provider of large format scanning and printing solutions. With the introduction of our e-news letter, we look forward to keeping our valued customers abreast of the many exciting changes that are occurring in our industry. In addition to announcements of new products, we intend to provide valuable insight by sharing the experience gained from using scanning products on a day-to-day basis in our service bureau and the knowledge gained through developing scanning products for a wide range of applications.

- Randy Geesman

### Free 2-Year Onsite Warranty Program on Selected Colortrac & ANAtech Scanners

Effective July 1st, 2003 selected Action Imaging Colortrac scanners will come with a full 2 year onsite warranty. Paradigm is the first company to offer a full two year onsite warranty which further demonstrates our commitment to our customer's satisfaction.

### Paradigm Imaging Launches National Accounts Program.

Steve Blanken formerly National Sales Manager of VIDAR Systems has joined Paradigm Imaging Group to head their National Account Program.

Blanken will work closely with specific National Accounts through the Paradigm

Sales Management Team helping to facilitate and expand the business through the channel. Blanken is looking forward to developing and supporting the National Accounts Program, as well as working with what he says is the most knowledgeable Regional Sales Team in the business. "Our goal is to offer our customers the best scanning products and services on the market today" said Blanken.

### Paradigm Imaging & Action Imaging Solutions Renew North American Distribution

Effective June 1st Paradigm Imaging and Action Imaging have renewed their North American distribution agreement. Under this agreement Paradigm is the exclusive North American distributor for Action Imaging scanners. Action Imaging has the widest range of scanner products on the market today. Their Colortrac series is targeted for the main stream large format scanning and copying markets and offer scanners that can scan from 36" to 54" wide along with 1/2" thick. The Eagle series are targeted at the high resolution and accuracy markets and the large format Flat bed is targeted for the fine art and historical archives market where maintaining the integrity of the original document is paramount. In these applications roll fed scanners present too much of a risk to the original. The flat bed scanner also allows scanning framed and mounted artwork without removing the art from the frame.

#### Inside this issue:






<a href="#">Locate Your Sales Manager</a>	2
<a href="#">Fastest Printer In It's Class</a>	2
<a href="#">New Graphtec Scanners</a>	2
<a href="#">Chip's Corner</a>	3
<a href="#">New 24x36 Flatbed Scanner</a>	3
<a href="#">Customer Comments</a>	5
<a href="#">Company Information</a>	6

#### Special points of interest:

- 2-Year Onsite Warranty on Selected Colortrac and ANAtech Series Scanners
- Steve Blanken Joins Paradigm
- Paradigm Launches National Accounts Program
- Paradigm Imaging and Action Renew North American Distribution Agreement
- Paradigm To Distribute Seiko Printers.
- Paradigm Signs Agreement With Western Graphtec.
- What's the Right Scanning Resolution?

# Locate Your Paradigm Imaging Sales Manager



-  [Doyle Cryer](mailto:doyle@paradigmimaging.com)  
doyle@paradigmimaging.com
-  [Frank Blundell](mailto:frank@paradigmimaging.com)  
frank@paradigmimaging.com
-  [Keith Roberts](mailto:keith@paradigmimaging.com)  
keith@paradigmimaging.com
-  [Kevin Brinks](mailto:kevin@paradigmimaging.com)  
kevin@paradigmimaging.com
-  [Frank Diument](mailto:frankd@paradigmimaging.com)  
frankd@paradigmimaging.com

Click on your state to e-mail your nearest sales manager. All of our sales representatives can be reached at 1-888-221-7226.

## Paradigm Imaging Group to Distribute World's Fastest Inkjet Printer from Seiko Infotech

Paradigm Imaging Group, announces their agreement with Seiko I Infotech of Japan to distribute the new IP-4500Mk-II/4010Mk-II series of inkjet printers. These high speed, oil-based pigment ink, wide format printers are the fastest printers in their class on the market today, setting a new standard in inkjet printing.



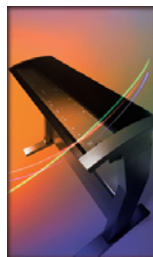
Seiko I Infotech Inc. a developer and manufacturer of computer peripherals and their supplies has developed a new advanced series of printers to provide superior printing quality with enhanced

printer head color profiles for vivid color using more types of media. Additionally, the printer takes less time to print in the high-quality mode. Printer head movement is 200% faster than before. Oil based pigments are lightfast, water resistant, and allow unprecedented high-speed printing.

For more information visit our web site at:

[http://www.scantopia.com/Printer/Seiko/Seiko\\_MK-II.htm](http://www.scantopia.com/Printer/Seiko/Seiko_MK-II.htm)

## Paradigm Imaging Group Signs Distribution Agreement with Western Graphtec, Inc.



Paradigm Imaging Group, is appointed as the North American distributor of Graphtec scanners. Reinforcing its position as a leading supplier of quality imaging products, Graphtec introduces its new line of large-format scanning equipment designed for GIS, mapping, CAD and document archiving applications.

Paradigm President Randy Geesman says the Graphtec CS1000 scanner will allow buyers who were thinking of purchasing a large format monochrome scanner to consider the CS1000 instead. "You get all the benefits of a 256 color scanner at a monochrome price!" Conventional color scanners have two disadvantages - slow processing of detailed color documents and high prices. Graphtec has addressed these market needs with the release of the CS1000 - a monochrome scanner with color capability. The new series of high-performance color image scanners provides a cost-effective solution for drawings in GIS, CAD and other industry applications where 8-bit color scanners are considered the most cost-effective in price and performance. For more information visit our web site at:

[http://www.scantopia.com/Scanner/Graphtec/cs1000\\_details.htm](http://www.scantopia.com/Scanner/Graphtec/cs1000_details.htm)

## Chip's Corner

# What's The Right Scanning Resolution?

There is no "right" image resolution to scan at. Scanning is the first step in a project that needs to achieve certain goals. The image files that you create need to satisfy those goals. The resolution, or dots-per-inch (DPI), that you select for scanning is one of the first choices that need to be made to create the images for the project. There are several factors that need to be considered.

**What does the application require?** If the image will be used in an application that processes information (as opposed to simply displaying it) then the application may have some minimum DPI requirement.

**What is the minimum DPI that I can scan at?** For B/W scanning of good quality originals, 200 DPI will usually suffice. If the originals have poor quality linework, such as faint lines

or poor contrast, then increasing the DPI to 300 or 400 can provide better quality images. Because color scanning stores more information about each pixel than B/W scanning, you can usually scan color images at lower resolution than if you were scanning B/W.

**What is the maximum DPI that I should scan at?** Increasing the DPI above the optical resolution of the scanner is not likely to provide any noticeable improvement in image quality. The optical resolution of the scanner is what the scanner physically sees. The scanning software will create files with higher DPI than the optical resolution. But, this tends to increase file size with no other advantage. The exception to this rule is when the goal is to print the image larger than the original. Then, you want to scan at a high DPI so that the printed image does not

look "pixilated" or grainy.

**How does DPI affect file size?** Simply put, the higher the DPI, the larger the file. Because B/W files compress so well, any reasonable DPI can be used without seriously affecting the performance of today's computers. Color scanning is different. Large format scanners can produce very large files very quickly. You should select the minimum DPI that satisfies the project that the scanning is for.

To determine what DPI works for your project, you must do some experimentation. Choose several originals that represent the best and worst of the originals that you have. Scan each of them at several DPI settings. Process or print the scanned images and check the results. Pick the Dpi that provides the best results. — *By Chip Hollingsworth*

## Paradigm Announces ACTION Imaging 24" x 36" Large Format Flatbed Scanner

Paradigm Imaging announces the Colortrac 24120 Large Format Flatbed Scanner available immediately through Paradigm Imaging Group, U.S. and Canadian Distributor for ACTION Imaging Solutions.

ACTION Imaging Solutions manufacturer of color and monochrome large format scanners for a wide range of digital color and monochrome applications, now offers the Colortrac FB24120, a 24" x 36" flatbed color scanner for scanning precious, irregular and rare documents and artwork. The current technology employed in large format scanners is a motorized feed system with rollers that pull the document through the scanner. Desktop scanners can only accommodate 11" x 17" originals. Most large format scan-



ners will only accept media up to 1/2" in thickness. This has left users that require scanning of fragile or large irregular documents facing the dilemma of how to scan these documents. The FB24120 allows delicate or over-

size documents to be placed on the scanner in the same way they would be scanned on a desktop scanner, avoiding any possible damage caused by the roller-feed mechanism. The new scanner allows documents larger than the 24" x 36" scan area to be captured using a feature called "Image Join", allowing the document to be scanned in sections and merged into one seamless image. The scanner is designed to meet the requirements for the GIS, fine art reproduction and historical document preservation markets. The specifications of the FB24120 provide a solution for scanning and archiving precious, irregular and rare documents from original fine art to oversized prints with high precision and color accuracy.

# Customer Comments ♦ ♦ ♦ ♦ ♦ ♦ ♦



Wow... Thanks Frank and Bruno,

## Testimonial

Back in Early 2002, while attending the International Reprographics Association trade show in Las Vegas, I came across the dealer booth of Paradigm Imaging. At the time, our company, Reliable Graphics, was looking into upgrading our large format color capabilities.

The Southern California market is very competitive when it comes to color, especially with the number of movie studios, marketing, and advertising agencies that dot the landscape, not to mention the numerous international architectural firms that have multiple offices here. How well you handle color can separate you from the rest, give you that edge, or get your foot in the door, all which can lead to more business in other areas.

After a short conversation with Mr. Frank Diument, he immediately recognized my needs and accompanied me to SCP Software's booth. I was looking for a solution which

allowed me to keep my two legacy Contex scanners, but also allowed me the flexibility to upgrade to the superior Vidar Latitude. After a lot of research, and demos from other vendors, I realized that SCP offered by far the superior product. It allowed me to keep our investment in the Contex scanners while also looking towards the future.

**"We always like to work with companies that have integrity and commitment; SCP Software and Paradigm Imaging exemplify that."**

From a training point of view... It was so easy to use, I was able learn the software right there at the trade show, since the intuitive interface was similar to any color copier. Now, most of our employees can walk up and make large format color copies.

We were looking for that edge and we found it in Colorado. It transformed our Contex scanners using its closed loop calibration and ability to use ICC profiles. While the

other guys are scanning to file and "doctoring" the scans in Photoshop, we're delivering the copies, and with accurate color. We are also able to create special scanning filters for clients' different originals all within Colorado. The clients are amazed, and ask us how we do it better and faster.

Also, as a ReproMax affiliate [www.repromax.com](http://www.repromax.com), if questions arise in online forums about scanning, and scan-to-print, the answer seems to always be - "go get Colorado first"; most members realize Colorado is the way to go.

SCP Software and Paradigm Imaging have gone out of their way to make sure I am satisfied with their products, and offered me tremendous post-sale support. We always like to work with companies that have integrity and commitment; SCP Software and Paradigm Imaging exemplify that."

Thanks,

**Vincent F. Burns**  
Regional Manager  
Reliable Graphics, Inc.



## 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

### Paradigm Imaging Group



Paradigm Imaging Group  
1590 Metro Drive  
Suite 116  
Costa Mesa CA, 92626

Toll Free: 888 221 7226

Phone: 714-432-7226

Fax: 714-432-7222

Visit Our Dealer Website at:

[www.SCANtopia.com](http://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 its clients the experience gained from using imaging products on a day-to-day basis and the knowledge gained through developing document imaging products.