



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

### President's Message

As many of you know, Paradigm Imaging's main office is located in California, the recent stage for a most unusual election for a new Governor. This three-ring circus drew attention to politics and politicians in general. Once again we witnessed a barrage of mudslinging and finger pointing. When the rare politician steps forward and states his viewpoints clearly and the goals for moving forward, without focusing on trashing the competition, we all admire them regardless of their political viewpoint.

This reminds me of why as a company, we focus so strongly on customer satisfaction rather than slinging mud at our competitors. Our objective is getting the right products to our customers. That is why we offer so many choices. Once we earn our customer's business we want to maintain a level of service that exceeds their expectations. This is the goal of every employee from sales to tech support to services and administrative operations. We know that this is why we get your votes, and when it comes time for another term in office.. "We'll Be Back" - Randy Geesman

### Paradigm Imaging Strengthens Sales Team.

Effective November 1st, 2003 Paradigm Imaging has added two new members to the their Sales Team. Shakeh Herbekian will be the Western Region Inside Sales Manager and Eric Hanson will be the Eastern Region Inside Sales Manager.

"We have experienced tremendous growth over the past few years and felt it was now necessary to create an inside team to help support our outside sales team as well as our ongoing marketing efforts," states

Randy Geesman President of Paradigm Imaging. "Both Eric and Shakeh come to us from within the industry and have tremendous experience selling wide format scanning and printing solutions" adds Geesman.

Eric has spent the past two years as Director of Color Graphics for Print O Stat and Shakeh has spent the past 18 months as the top Sales Representative at Palisades Research.

"With the addition of these two new team members we are now positioned to better serve our customers," states Geesman.

### Graphtec Wide Format Scanners Now on GSA Contract.

Paradigm Imaging is pleased to announce the addition of Graphtec wide format scanners to their GSA Schedule through DLT Solutions of Herndon Virginia.

"DLT Solutions is one of our premier partners as well as our GSA schedule provider and we are very excited to have the Graphtec Products added to their GSA schedule," states Steve Blanken, National Accounts Manager of Paradigm Imaging Group.

"We have had great interest in Graphtec's products by numerous government organizations. We feel that our partnership with DLT will give more exposure to the quality products offered by Graphtec as well as permitting our reseller's support of government customers requirements, while taking advantage of GSA's pre-negotiated pricing and convenient procurement processes," said Randy Geesman, president of Paradigm Imaging.

Visit [www.scantopia.com](http://www.scantopia.com) for GSA

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#### Special points of interest:

- Shakeh Herbekian and Eric Hanson Join Paradigm Sales Team.
- DLT Adds Graphtec Wide Format Scanners to GSA Contract.
- ANAtech Eagle Scanners with Guaranteed Accuracy For Demanding Scanning Applications.
- Creating A Practical Structure For Document Management Databases.
- Save BIG On Graphtec Scanner Value Pak!

## Local Reprographic Shows Are A Huge Success for Paradigm Imaging.

Paradigm Imaging recently exhibited in 3 of the 4 regional reprographic shows, The Central Reprographics association in St. Louis, The South Eastern Reprographics Association in Cape Canaveral and the Eastern Reprographics show in Newport Rhode Island.

“We were excited to be part of these events and came away from each event optimistic about our opportunities with in these associations,” states Steve Blanken with Paradigm Imaging.

“The events were well attended and I enjoyed the chance to meet with people face to face,” said Keith Roberts, sales rep for Paradigm.

“We demonstrated a couple of our premier products, got an excellent response and look forward to building and expanding our relationships within these organizations,” added Blanken.

## Action Imaging Eagle Scanners Soar in High Accuracy Scanning Applications.

Over the past few months Paradigm Imaging has seen a resurgence in the requirement for high accuracy scanning applications. Most of these requirements have been in the Government GIS market place with demanding optical resolution and accuracy requirements.

All of the wide format scanner manufacturers today offer scanners that fit a wide range of applications. Most of these applications can be addressed with one scanner to handle all types of documents and for most applications these scanners do a fine job.

However, if your application requires high optical resolution, **Guaranteed** accuracy to a level of  $\pm .05\%$  and outstanding color fidelity then the Eagle scanner is truly the only solution.

**Guaranteed** accuracy in a wide format scanner is a function of the feed and optical system. Most of the

wide format scanners on the market today offer the unique feature of being able to handle both thick and thin documents with the same feed system, which is great if you don't need **Guaranteed** accuracy of  $\pm .05\%$ . If you need high precision accuracy across the width and length of your documents these feed systems just don't work well! The Eagle scanner also ensures accuracy through another factor, high optical resolution along with a straight (mirror free) optical path. Taking mirrors out of the optical path eliminates the phenomena called “mirror spill off” which is the distortion you get on an image at the outside edges of a mirror.

A second benefit of the Eagle's straight optical path is color fidelity. By removing mirrors and eliminating twists and turns in the optical path you now have a direct image with cleaner, truer and much more accurate color fidelity.

Some manufactures will have you believe that they can overcome their folded optical paths, inefficient feed systems and mirrors with software patches. In reality this simply is not true on a consistent basis and most likely will not be **Guaranteed** in writing.

On the other hand the Eagle series of scanners from Paradigm Imaging all offer high optical resolutions, straight optical paths (**NO MIRRORS**) and a precision tuned roller and feed system to **GUARANTEE** .05% accuracy across wide widths and long lengths. Action Imaging the manufacturer of the Eagle scanners will put this in writing.

The Eagle scanners will cost more than the current mainstream line of scanners but there is no question when it comes to accuracy and color requirements there is no better choice!



For more information visit [www.scantopia.com](http://www.scantopia.com)

## How To Structure A Document Management Database



Staring at your file room, the drawers and stacks of drawings and documents, it's easy to see that document imaging is a big step forward. But, once you have created those thousands of files, how will you keep track of them?

A requirement for any scanning project is to easily locate the documents you need. To accomplish this some kind of database is needed. *How should you structure the database?*

The simplest way is to duplicate, as closely as possible, the structure of your existing paper filing system. You probably have your drawings organized into flat-files and drawers. When you are searching for a drawing, you look at the labels on the drawers. Then, open the drawer and check the title blocks of the drawings themselves. Paradigm Imaging's VisualBASE EDM program is designed with this in mind. It allows files to be organized in anything from a flat file structure to a three level hierarchal structure much like file cabinets containing drawers and drawers containing drawings.

When Ralphs Grocery needed to track drawing sets for multiple stores and their renovations, the highest level in the database was the store location. The drawer level represented the sets of drawings related to the construction or remodel of that building. Since VisualBASE EDM allows the user to choose the number of fields at each level, each set can have several data fields describing the drawing set. The lowest level would be the drawings themselves with a description of each drawing or document. This structure allows you to easily find documents based on the store and the year of the remodel.

Another way to create a database structure is to think about how you normally search for your documents. What is the most common thing you know when you need to locate a drawing? Do different types of documents relate to each other? Use fields of information from the title blocks of drawings and from other documents to

group related documents together based upon some common information.

This thinking led the Metropolitan Transportation Authority in Los Angeles, CA to create a two level VisualBASE database. Nine fields of information were used to describe leasing information for facilities at the top level. Then lease documents and maps showing the property location were combined at the lower level of the database.

It is important to spend time designing the structure of your database early in

the project. The database will become a combination of documents, a filing system, and textual information used to search for documents. While a flat file database is the simplest to implement, it does not provide a structure to mimic a real world filing system. A hierarchal database provides the flexibility to create a logical, searchable structure of your documents. - Chip Hollinshworth

For Info on VisualBASE EDM visit [www.scantopia.com](http://www.scantopia.com)

### Graphtec Scanner Value Pak SAVE \$6,000.00

- **\$2,500 Instant Rebate (CS2000 Model)**
  - **Free Shipping (\$200 value)**
- **Free VB-Index, Indexing & Viewing Software (\$700 value)**
- **Free 2-Year On-Site Service Contract \$2,600 value)**

**Total Savings of \$6,000 !!**

#### Graphtec CS-Series Large Format Scanners



All the advantages of high-performance, full-color scanning are yours with the CS-Series color scanners. Features like 8- or 24-bit color, 800dpi (600dpi optical) resolution, 3.8"/sec. scanning speed and fully integrated software will meet or exceed your scanning needs. From simple B&W CAD drawings to full-blown, full-color graphics and maps, there is simply no job that the CS1000 and CS2000 cannot handle with ease.

*The CS-Series – now the full spectrum of scanning capabilities is yours for the taking.*

[For information on the CS-Series Scanners.  
Click Here!](#)

**Program Details:** Graphtec CS1000 MSRP is \$11,995, Value Pak is a \$5,500 savings including the instant rebate of \$2,000. Graphtec CS2000 MSRP is \$13,995, Value Pak is a \$6,000 savings including the instant rebate of \$2,500. Offer starts October 15, 2003 and expires December 31, 2003. Paradigm Imaging Group reserves the right to "Hot Swap" scanners in place of on-site service. Additional shipping charge may apply in Alaska, Hawaii and Canada. Free shipping is 3-5 day service.





Call us today at **888-221-7226** for your closest Paradigm Dealer location.

Thank you for being a **Paradigm Imaging Group valued Customer**. We will continue to provide you significant savings opportunities as well as weekly industry announcements.

Sincerely, — The Team at **Paradigm Imaging Group**

# Locate Your Paradigm Imaging Sales Manager



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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.

## Contact & Company Information



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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 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.

## Paradigm Imaging Group Has More Large Format Scanners With Over 40 Models to Choose From!



**GRAPHTEC**

**VIDAR**  
systems corporation

**Colortrac**  
Our Business Is Your Image

**ACT**  
ion  
imaging  
Solutions

**ANAtch**

## More Software Solutions!



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**VB INDEX**

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**VB-ReproPak**



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**CopyWorks**

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