

# Cognitive

## SOLUTIONS INC.

PRINTING INTELLIGENCE

February 2007

## The Cognitive Connection

Sharing News with Our Partners

### In This Issue

[Internal Ethernet Standard on all C Series Printers](#)

[Trade Show: HIMSS 2007 in New Orleans](#)

[Case Study](#)

[Webinar](#)

[Authorized Canadian Service Center](#)

### Important Links

[Become a Cognitive Reseller](#)

[Find My NA Sales Rep](#)

[More About Us](#)

[Our Distribution Partners](#)

[Worldwide Sales Contacts](#)

**Join our mailing list!**

Join

Greetings Barry,

In January, Cognitive demonstrated its new C Series printers at the PROMAT (material handling) Show in Chicago. It was particularly well received as a mobile application on a battery pack cart, utilizing its USB ports for a scanner and/or keyboard device. The Healthcare/Pharmacy industry is yet another important vertical for Cognitive. We are releasing a new PCL-enabled pharmacy script label printer at the HIMSS 2007 show this month.

Cognitive printers have long been recognized for their superior performance, durability, and reliability in the most demanding operating environments. The AdvantageLX printer, affectionately called the "printer you can stand on" is proof of this claim. See our case study below highlighting one of these applications.

I would be remiss if I didn't mention our latest announcement for a standard Ethernet management port on all C Series printers: truly a break from industry standard. And finally, don't forget to sign up for our joint webinar with Niceware International. Information on the webinar is listed below.

Barry Knott,  
President and CEO

## Internal Ethernet Standard on all C Series Printers

*A Unique Feature for a Unique Printer*



Effective immediately, all C Series printers will be shipped with a fully functional internal ethernet port at no additional charge. No other printer on the market offers a full connectivity suite including serial, parallel, USB A, USB B, and ethernet ports. Additionally, Cognitive does it without adding cost to the printer, which is ordinarily a \$200-\$300 charge.

*"Because of the high demand and our unique design, Cognitive can offer internal ethernet to every customer allowing them increased flexibility with error handling and real time reporting, which increases their productivity and minimizes down time.," said Larry Graziani, Cognitive's Vice President of Sales and Marketing.*

The C Series printers are designed for Logistics, Healthcare, Retail and Postal/Parcel operations, including the following applications; shipping labels, parcel tracking, pharmacy label printing, and product ID labels. The Ethernet management connection allows for greater flexibility and capabilities within multiple environments.

[More information on the C Series Printers](#)

## Trade Show: HIMSS 2007 in New Orleans

*Cognitive Demonstrates Retail Pharmacy and Healthcare Applications*



Visit us at booth # 2174! Cognitive will be exhibiting its new product, **CRx** Prescription label printers, in addition to its other line of printers designed for the healthcare industry at the upcoming show, **HIMSS 2007, in New Orleans, February 25 to March 1, 2007.**

The CRx thermal printer line is Cognitive's most advanced printing technology release, and is available in 2", 4", and 300 dpi models. The printer is specifically provisioned for on-demand printing of high-quality patient prescription labels and identification wristbands.

Cognitive will be demonstrating the CRx printer as well as Cognitive's other healthcare printing solutions at our **Booth # 2174**. Features and applications shown will include:

- Prescription Label Printing
- Patient Identification - Wristband Printing
- Patient Drug Education/Consumer Medication Information
- Bedside Specimen Collection

If you are unable to attend the show, visit our website at [www.compactindustrial.com](http://www.compactindustrial.com) to learn more about this product.

[Learn more](#)

## Case Study

### *Coca Cola Bottling Company Uses Cognitive Printers*



#### **Scenario**

Coca Cola Enterprises is the largest marketer, producer, and distributor of Coca-Cola products to grocery stores, restaurants and other retail locations. The bottling company had two major issues to address:

- Inventory control for tools used to repair the fleet trucks
- Inventory control of product leaving the warehouse

A seemingly minor issue, tool replacement was a major budgetary item affecting the company's bottom line. It was determined that the yearly loss of tools and other equipment cost the company \$3.5 million per year. The company needed an automated process to better manage the use of tools by their truck drivers.

#### **Solution:**

Cognitive's AdvantageLX (LBT4) printers were purchased to address both business challenges. Barcode labels were applied to each tool within the Fleet Truck system and the tools were scanned at check-in and check-out to ensure returns. This automated process significantly improved tool inventory management and its associated costs. Since its implementation, the company has nearly eliminated the total cost of tool replacement.

#### **Testimonial**

"Our system integrator, Real Star, recommended that we go with Cognitive's AdvantageLX because of its reliability and metal industrial strength." said Richard Moore, Director of Fleet Services for Coca Cola Enterprises. "We have been using the printer for over 7 years and recently incorporated it into our check-in / check-out tool facility; as a result we have nearly eliminated all our equipment losses which cost our department roughly \$3.5 million per year."

[Read the Full Story](#)

## Webinar

*Niceware and Cognitive Team Up to Offer Printing Solutions for the Healthcare Industry*



Niceware International and Cognitive have teamed up to offer a free Webinar for Value Added Resellers interested in learning more about printing solutions for the Healthcare Industry.

The Webinar will review

- How to replace obsolete / outdated products using Niceware NiceWatch
- Benefits of using thermal printing to print patient identification wristbands
- Applications for mobile and cart printing: Bed Side Specimen collection

**Date:** Thursday, February 22, 2007

**Time:** 10:30 -11:30 am Central Time

(8:30-9:30 Pacific, 9:30-10:30 Mountain, 11:30- 12:30 Eastern)

To register for this meeting click on the following link: [Register today!](#)

[Register for Webinar Today](#)

## Authorized Canadian Service Center

*BlueStar Canada adds C Series to Service Repair Line*



Cognitive is excited to announce that [Blue Star Canada](#) is now an authorized service center for Cognitive's new C Series printers.

BlueStar Canada has been providing excellent service to Cognitive customers on the AdvantageLX (Blaster) for almost a decade.

Cognitive understands the importance of providing localized service, especially for our international customers. BlueStar Canada is headquartered in Montreal, which is where their service headquarters are as well.

Jacques Lapierre, BlueStar Canada President said "I am excited about the additional value we can now provide to Cognitive customers. Customers always appreciate the option of technical service when purchasing a product. We are proud to be able to provide that service for Cognitive's new line of C Series printers."