

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Chris Florentz  
Barton Gilanelli & Associates  
215.592.8601  
[chris@bartgil.com](mailto:chris@bartgil.com)

**PANASONIC INTRODUCES 20-PPM DIGITAL COPIER/MFP  
VERSATILE WORKiO SYSTEM MAKES PAPER HANDLING EASY**

***Ready to go right out of the box, the DP-2010E is a highly versatile system designed for small- to medium-sized businesses or workgroups that need an MFP that copies, prints and scans.***

SECAUCUS, NJ – Panasonic introduces the DP-2010E, a compact multifunction product (MFP) that continues in the award-winning tradition of WORKiO™ digital systems. Built on the same rugged platform as its immediate predecessors in the WORKiO series, this network MFP copies, prints, scans and manages documents. Duplex is standard on the DP-2010E, which features four-drawer capability.

The easy-to-use DP-2010E is also designed for use in executive offices and conference rooms. With its compact footprint (23.1”w x 23.8”d x 20.7”h) and streamlined design – there are no protruding paper trays – the DP-2010E is a real space-saver. Considering its standard features and lower consumable product costs, the MFP is competitively priced at \$4,895.00 MSRP\*.

The DP-2010E offers an array of standard productivity-enhancing features, including:

- 6.5-second first-copy time
- 20-page-per-minute copying
- 20-page-per-minute printing
- Copies from Invoice all the way to Ledger size
- Variable 50%-200% zoom
- Business Card to Ledger-size scanning with TWAIN interface
- Powerful document management system software including PDF creator
- True 600x600 dot-per-inch (dpi) copy and print resolution
- 550-sheet paper capacity (2,250 with optional paper trays)
- 50-sheet bypass tray
- 50,000 copies maximum recommended monthly volume

Panasonic has incorporated the same technology in the DP-2010E that's featured in other WORKiO series models. According to Paul Wharton, national marketing manager for digital systems, MFPs, fax and Internet-fax products, the DP-2010E has the same easy-to-use printer

-more-

*Panasonic's introduces 20-ppm digital copier/MFP/page 2*

driver, long-life 45,000 impression drum, PCL and network interface card as the award-winning WORKiO DP-3000 and DP-2500.

"With a similar platform and feature set, we expect the DP-2010E to deliver the same high level of quality and performance as its WORKiO contemporaries," said Wharton.

At 25 pages per minute, the WORKiO DP-2500 received the highest reliability rating of any copier in *The Office Products Analyst* 2001 Annual Copier Reliability Survey, a 5-Star "Outstanding" rating from Business Equipment Research Test Lab, and a "Recommended" rating from Buyers Laboratory Inc. The WORKiO DP-3000 is the current "Multifunctional Product of the Year" as determined by *Business Equipment Digest*. At 15 pages per minute the WORKiO DP-150FX/FP received a 2001 "Pick of the Year Award" from Buyers Laboratory Inc. and a "2001 Editor's Choice Award" from *Better Buys for Business*.

When functioning as a copier, the DP-2010E features: auto magnification selection, auto paper selection (with the Automatic Document feeder option). It also features job memory, interrupt mode, image rotation, electronic sort, rotation sort, digital sky shot mode, margin mode, book mode and 2 page copy mode.

In printer mode, the DP-2010E features: collate, N-in-1 (2-in-1, 4-in- 1) and optional network printing. It also features image overlay and rotation sort with the optional PCL6 emulation kit.

As a scanner, the DP-2010E converts paper documents into PC data in one easy operation, with scan-to-file TWAIN-compatible image scanner technology. With its sharp, easy-to-read 600-dpi with 256 level gray scale, the DP-2010E delivers smooth, clear reproduction of both text and images.

The DP-2010E comes bundled with the Panasonic Document Management System software, delivering added local PC capabilities such as document management, document scanning, document viewing with annotation functions, configuration editor and status monitoring.

Options are available to make the DP-2010E an even more versatile work center, including:

- 10/100 Ethernet interface kit
- PCL6 emulation kit
- Image memory for electronic sort

-more-

*Panasonic introduces 20-ppm digital copier/MFP/page 3*

- Key counter cable kit
- 50-sheet automatic document feeder

As an Energy Star® Partner of the Year for the 4<sup>th</sup> consecutive year, Panasonic makes every WORKiO product including the DP-2010E to meet or exceed Energy Star efficiency guidelines. Panasonic's Energy Saver technology significantly reduces power consumption when the machine idles; in sleep mode the DP-2010E's power consumption drops dramatically to approximately 1.5 Wh.

Immediately below the DP-2010E in Panasonic's WORKiO Series are two 15-ppm models designed for the small office/home office: the DP-150FX with ADF, print/scan and Super G3 faxing; and the base model DP-150A with ADF.

Above the DP-2010E in speed and of which the DP-2010E is mostly derived from, the WORKiO Series features the 25-ppm DP-2500E, a high-speed workgroup copier offering optional expandability modules; and the DP-3000E, a 33-ppm, out-of-the-box digital imaging system that does not require add-on features to make it multifunctional. These three models give many workers who are confined to a wheelchair, or who are visually or hearing impaired, access to the system's control panel and such features as online stapling.

In the United States, Panasonic Document Imaging Company, a business unit of Matsushita Electric Corporation of America, markets a broad line of office system products. Products available include Internet fax machines, digital and analog copiers,

and multifunction devices. Headquartered in Secaucus, NJ, Matsushita Electric Corporation of America is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan. For more information, visit [www.panasonic.com](http://www.panasonic.com).

# # #

05/02

All brand names are trademarks and/or registered trademarks of their respective companies.

\* Manufacturer's suggested retail price. Dealers must decide for themselves the prices at which our products are actually advertised and sold.

**EDITOR'S NOTE:**

End users may obtain sales information by contacting PDIC at 1-800-742-8086 or 201-348-7000, or by visiting <http://www.panasonic.com/office>. **Please do not publish the editorial contact telephone number.** If you wish to review this or any other Panasonic document imaging product, please contact Chris Florentz or Charlie Sassaman at 215-592-8061, or at [chris@bartgil.com](mailto:chris@bartgil.com) or [charlie@bartgil.com](mailto:charlie@bartgil.com), respectively.

Product images can be downloaded from Panasonic's Extranet site at [b2b.Panasonic.com/pdic](http://b2b.Panasonic.com/pdic). Username: images, Password: images. Select *Marketing Materials*, "Select a Product Category" and click on Image Gallery.