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### **Panasonic releases DP-2500 digital imaging system**

Panasonic has released a multifunction digital imaging system – the DP-2500 – which provides faxing over the Internet as well as printing, scanning and copying.

The compact digital imaging system is the first in Panasonic's 'WORKiO'-branded range, reflecting its functionality as a gateway product that routes 'work in' and 'work out' of the office network. It allows the user to transmit and receive data via the Internet at the touch of a button, reducing document management costs as well as saving time.

Shane Cook, Sales and Marketing Manager, Business Systems, Panasonic Australia, said: "The digital imaging system is the first to be released under the banner of our Digital Imaging Business Unit.

"Panasonic has set up this internal business structure for the marketing of its range of document products to provide a more focused service to dealers and corporate customers."

The new products to be released by the Digital Imaging Business Unit will have functionality in line with parent company Matsushita's strategy 'Everything over the Internet'. Panasonic aims to provide products that support all facets of managing documents over the Internet.

"Matsushita and Panasonic are preparing for the opportunities that will be offered by broadband IP (Internet Protocol) communication, which will allow a diverse range of products to send and receive data over the Internet," Mr Cook added.

### **Digital Imaging Systems**

"Australian market figures indicate that digital copiers now represent around 64 per cent of the copier market – one of the highest penetrations in the world. However, surveys also show that many companies have not taken full advantage of these machines' connectivity and made them part of their computer networks.

“The DP-2500 provides a real incentive for organisations to make cost savings across the workgroup, putting dollars back on the bottom line – with the ability to send high volumes of faxes via their existing Internet connection virtually for free,” said Mr Cook.

“When we analyse the total cost of ownership of the Internet fax option, we are able to provide this benefit for less than 1% over the average life of this machine.”

The DP-2500 is modular, so users have the choice of starting with a 25cpm digital copier, and adding printing, scanning and networking capabilities, as well as a Super G3 facsimile and internet faxing capabilities.

### ***High-speed digital copier***

Digital features include clear, crisp 600dpi image resolution, and 256-level greyscale. The machine will handle stock from A5-A3, with a maximum paper capacity of 2,250 sheets.

Convenient digital image processing features include ‘Digital Skyshot’ for reproducing documents with unusual shapes without generating any unnecessary black area; 4-in-1 or 2-in-1 copying for producing multiple originals on a single sheet; and Image Rotation for accurate copies regardless of the paper orientation.

### ***Network-ready printer***

An optional parallel port Interface kit turns the DP-2500 into a 600 x 600 dpi, 25ppm printer. It also offers TWAIN-compatible scanning functionality with 600 dpi resolution and 256 greyscales.

Bundled with the printer software, Panasonic’s unique Document Management System (PDMS) software makes it easy for the user to store, view and edit scanned data on their PC. The user-friendly GUI screen provides intuitive ‘drag and drop’ operation while viewing thumbnail images. It is possible to print the required images or launch an e-mail with attachment specified, simply via mouse operation.

The optional 10Base-T/100Base-TX Ethernet interface kit allows the DP-2500 to be linked with any PC on an organisation's LAN network. For high-performance PC printing, a PCL6 emulation kit is also available.

### ***State-of-the-art Super G3 Fax***

A fax communication kit provides Super G3 faxing capabilities for transmitting a page in around 3 seconds. Besides faster transmission, preparation time is much shorter, thanks to Panasonic's 0.7-sec Quick Scan.

When multiple pages are sent, 'Quick Memory Transmission' saves time by connecting to the receiver and beginning transmission while still collecting data. In addition 'multi-access' operation means that fax documents can be received even while the machine is copying.

An optional dual-line communication unit is also available for high-volume faxing applications. Each line can be operated independently to take advantage of simultaneous transmission/reception. The duplexing facility allows double-sided documents to be faxed, and received documents can also be printed out double-sided. Full A3 faxing is available.

### ***Internet Fax-ready***

With the internet fax option, the DP-2500 converts paper documents to TIFF-F image files and transmits them as e-mail attachments via the LAN. Documents can be sent directly from the machine to other internet faxes or even to multiple e-mail clients worldwide at the touch of a button.

Image files sent from the DP-2500 as e-mail attachments can be opened and displayed using an existing image viewer (Imaging for Windows), or by installing the free Panasonic TIFF-Viewer, so there is no need to print out documents.

The machine's fax/e-mail gateway function automatically routes received faxes to the designated recipient's e-mail inbox. And the documents sent from a PC via the LAN can also be transmitted to the G3 fax machine.

By using both LAN and PSTN lines at the same time, the user can simultaneously send documents as both e-mail and faxes – making broadcast transmissions to multiple recipients easier and more efficient.

### ***Extended Reliability***

The 'Check and Call' function automatically monitors the DP-2500. When a problem occurs or toner is low, it automatically sends a message to the dealer's service centre to ensure accurate, quick-response maintenance and technical support.

### ***Other Features***

Other features include a large, touch-sensitive LCD display which provides quick access to any function; status indicators which show the current operation mode from a distance; and a virtual keyboard on the LCD panel which makes it easy to enter e-mail addresses when sending a document as an e-mail attachment.

Energy Saver Mode significantly reduces power consumption when the machine is idle. When the DP-2500 enters Sleep mode, power consumption drops to around 1.8w.

The DP-2500 has a small footprint, measuring 701 x 597 x 600mm (H x W x D). The new system is available from Panasonic authorised copier dealers, with pricing for a base unit starting at \$7534rrp. For more information call Panasonic on 132 600.

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