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Greetings!

Cognitive's C Series printers are earning praise for being "smaller, faster, more affordable and better connected" than other desktops and mid-range thermal printers.

In this edition, we highlight the "connectivity" options packed into the C Series and break with industry tradition by offering full Ethernet connectivity at **no charge** on all new C Series orders through year-end.

The C Series is unique in the market because of its full feature *internal* connectivity, including serial/parallel, USB B & A, and Ethernet connectivity in a small footprint printer.

Coming soon, we will be rolling out more application features using the on-board USB A port.

Barry Knott,
President and CEO

Ethernet Awareness Campaign

No Charge Upgrade on all C Series Printers



As part of Cognitive's **Ethernet Awareness Campaign** resellers can take advantage of a no charge Ethernet

upgrade on all C Series printers sold through the end of 2006. Additionally, Cognitive will support resellers and end users with a variety of educational programs to support Ethernet customer adoption. Visit [Ethernet Awareness Campaign](#) for more information on the benefits of and applications for an internal Ethernet port.

Promotion to include

- No Charge Ethernet Upgrade on Ci & Cxi printers - a \$200 Value
- Ethernet Management Webinars
- Ethernet Management/Applications White Paper
- Distributor Training
- Application Stories

Benefits of Ethernet Management

- Capability...no adaptors necessary
- Improved Efficiency...multiple users share network printer
- Remote Management for upgrades and configuration
- Increased Flexibility...allow user to place in multiple application positions
- Conformance to standards
- Built in Ethernet means no external boxes and fewer cables

Take advantage of our free ethernet offer today by contacting your reseller or distributor.

[Full Promotion Information](#)

Cognitive Expands into China

Putting in Offices and Sales Reps on the Street



Later this month, Cognitive will announce the opening of two sales offices in China. Located in Shanghai, near the center of China's fast growing manufacturing base and Guangzhou, one of China's fastest growing economic sectors, the two offices will be managed by Joseph Wong.

The China market is clearly a unique market requiring a dedicated team to sell our products and solutions. "Putting field sales in China who are knowledgeable about our products and obviously familiar with the culture and language, will have far exceeding benefits for our international growth strategies," said Kelly Jamison, Director of International Sales and Distribution.

To support the Chinese market, Cognitive will introduce a Chinese version of its [Compact Industrial website](#) and its corporate website www.cognitive.com soon thereafter.

[View all Cognitive Distributors](#)

Case Study

Harper's Cycling Shop Treks Through Inventory Tracking & Automation



Scenario

Harper's Cycling & Fitness, a full-service bicycle shop was looking to update its POS Control System in order to expedite inventory reconciliation and decrease the time needed for labeling merchandise.

"Prior to the upgrade, the process of labeling new merchandise was tedious and time-consuming," says owner Greg Harper. "We used one dot matrix printer for all printing, so printing labels disrupted all other business printing."

The Solution

The [AdvantageLX](#) was selected due to its reliability, speed, and metal mechanism, as well as the reseller's experience integrating the bar code scanner and printer with the software.

When an item's bar code is scanned at the point of sale, that item is automatically removed from the store's inventory. The old process involved the product number being keyed into the POS system to complete a sale. With the new system, each POS transaction is a few seconds faster, which enables quicker service for the store's customers.

[Read the Full Story](#)



DH Technology Launches C Series in Australia

DH Technology, a long-standing Cognitive distributor partner based in Australia, is moving full momentum with the launch of Cognitive's new C Series printer line.

The campaign launch will include a series of newsletters, mailers, website promotions, and advertisements.

Visit them at the [Retail Expo Show](#) in Melbourne, September 19-20 for a live demonstration of the C Series printers.

[Visit DH Technology](#)

ROHS Compliance

C Series Printers Built with ROHS Compliancy in Mind



Cognitive incorporated the design of lead-free components into its new C Series printers in order to ensure 100% compliancy with the European Union's (EU) Restriction of Hazardous Substances (RoHS) directive and to deliver immediate shipments for customers in Europe.

"This proactive step early in the design phase was an example of our commitment to our European customers. Cognitive understands the need to be a responsible corporate citizen and is committed to addressing the environmental regulations in the countries we sell product," said Barry Knott, President and CEO of Cognitive Solutions.

[Learn More about Cognitive's ROHS Compliancy](#)