

The Cognitive Connection

Sharing News with Our Partners

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Greetings Barry,

Cognitive's new C Series printer line is being well received where small footprint, speed, connectivity and price matter. At 33% the size of a traditional mid-range printer, 60% the price and 100% of the performance, you can imagine reseller and end-user praise has been high.

We're further encouraged by the product feedback we've received from the international community. Our international activities are highlighted this quarter by the opening of two sales offices in China and new reseller activity in Canada, Mexico and throughout Europe.

I'm especially pleased to welcome **DL Tech** of Belgium to the Cognitive family of fine channel partners.

Finally, for resellers who aren't quite up-to-speed on C Series be sure to sign-up for the free web based C Series introduction jointly sponsored by Cognitive and NiceWare.

Barry Knott,
President and CEO

Cognitive Releases Firmware Update for C Series

Firmware and Utility Software Now Available for Download



C Series Firmware updates are now available for download. The updates include both new features and fixes for problems identified.

New firmware features include:

- Improved Parallel port capabilities
- Improved LCD functionality

Also available for download is **C Series Administrator** utility software that allows for printer configuration. The software comes with an easy to use interface that is available at no charge and will allow you to set up the printer, change printer settings, and modify various printer functions.

Special Notes

- Firmware 195-170-112 is compatible with all C Series
- Administration software is for C Series printers only
- Other user documentation is also available at compactindustrial.com.

[Download the latest Drivers Now](#)

DL Tech Joins List of Cognitive European Distributors

Belgium Based DL Tech Expands Product Offering with C Series



DL Tech has been active in the Auto ID industry since 1982. The company represents a wide range of products, which now include Cognitive's new C Series printer line as well as its legacy products.

"Cognitive's products were directly in line with supplier selection guidelines...we want quality, price and continuity, and Cognitive's suite of products offer this," said **Jan Stroobant, DL Tech's Marketing Manager**.

"We are pleased to be working with such a talented and skilled staff," said **Janet Barraclough, Cognitive's European Sales Manager**. "Having distributor representation in Belgium will help us expand our brand and product presence in Europe and Eastern Europe.

[View all Cognitive Distributors](#)



Case Study

Global Footwear & Apparel Manufacturer/Retailer Relies on Cognitive's Advantage Printers to Automate their Merchandise Ticketing Process

Scenario

The Timberland® Company is a global leader in outdoor footwear, apparel, and accessories. The company sells their products worldwide through leading department and specialty stores as well as their own Timberland® retail stores.

Business Challenge

The company currently tickets product at their various warehouse locations and then boxes and ships the merchandise to the individual Retail stores. The goal for Timberland was to allow store personnel the ability to perform the ticketing function at the Retail store level so as to accommodate the ticketing lost or missing tags and the re-ticketing of merchandise for upcoming sales promotions.

Solution

Cognitive's Advantage printer was selected after research and was chosen because the printers had a small footprint that could easily fit into the back office of each retail store. Since Timberland® retail stores are about 5,000 square feet; the majority is used for selling space and to stock inventory. Another factor in the consideration was the printer's ease of use as there are many different levels of employees using the printer, from assistant managers to stock room personnel.

Testimonial

"We have custom tickets made for our merchandise tickets, for both in size and weight and as a result, we needed assistance from Cognitive to help us resolve issues regarding uneven print quality. Cognitive sales engineers added a custom sprint to put more tension on the print head and the issue was quickly resolved. The installation of the new device is as simple as "Plug & Play."

[Read the Full Story](#)



Cognitive Teams up with Niceware to Offer Label Configuration Webinar Training

Topic: Cognitive C Series Printers using Niceware for Database Connectivity

Niceware International and Cognitive have teamed up to offer a free Webinar for Value Added Resellers interested in learning more about C Series product and positioning. The Webinar will review how the Cognitive C Series is positioned so as to give the reseller a unique solution for their customers. We will also provide education on how to connect to external databases and various applications using the Niceware Label software.

Register now to secure a seat!

Topic: Cognitive C Series Printers using Niceware for Database Connectivity **Date:** Friday, October 20, 2006

Time: 10:00 am, Central Daylight Time (GMT -05:00, Chicago)

[Register](#) by clicking here.

[Register for Webinar Today](#)