

The Cognitive Connection

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Greetings Barry,

Cognitive is pleased to announce its new Compact Industrial C Series Barcode Label Printers. The new printers are less expensive and more compact than "the big boxes" and yet are engineered with print speed and communications performance users have come to expect of the much more expensive mid-range products.

These new Compact Industrial C Series printers close the price and performance gap between today's desktop and mid-range label printers.

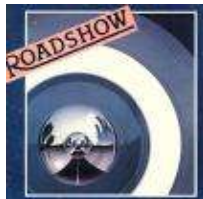
Available in 2" and 4" print widths, up to 8 inches per second print speed and with a significantly smaller footprint and price than mid-range products, the C Series go where the competition can't. The opportunities are enormous.

Come see for yourself at one of our 15 city Product Launch Roadshows, starting next week. We will be visiting various cities in the US and Canada through the end of May. All attending resellers will receive a free C Series printer. To learn more, visit our website at www.compactindustrial.com.

Barry Knott,
President and CEO

Cognitive's C Series Road Show

Coming to a City Near You



Don't miss-out! Cognitive is touring the United States and Canada through April and May introducing the new C Series family of compact industrial thermal label printers.

Come see why these printers are not just another barcode and label printer? The C Series printers unique and innovative design will change the way users and resellers look at the thermal printing marketplace.

Register today! All attending resellers will receive a **FREE** C Series Printer and the first 100 to register get a USB Flash Drive.

Register online today at www.compactindustrial.com.

C Series Overview

Big Features at a Small Price



Cognitive's new C Series thermal label printers offer mid-range performance, priced and packaged in a small footprint solution. The features go well beyond just feeds and speeds.

- Rugged and Reliable all metal mechanism
- Menu Driven LCD controls for easy setup
- Full Communications including internal Ethernet, serial/parallel, and USB ports
- Print Speed of 6 & 8 ips
- Real Time Clock standard
- 16 MB Memory
- 32 bit 200 MIPS Processor for fast throughput and incredible first label out speed
- 8 inch media roll capacity
- Best performance to size ratio in the industry
- 2 year warranty
- Universal Media Handling for versatile indexing and media and roll capacity and capabilities
- Near Edge Tearing, eliminating need for backward & forward media movement

Order your printer today! Contact one of our [distribution partners](#) today. Visit the [C Series product website](#)

Industry First for Cognitive

New 2", 300 dpi label printer



One member of the new C Series printer family is making waves in the market for narrow-width high-resolution label applications.

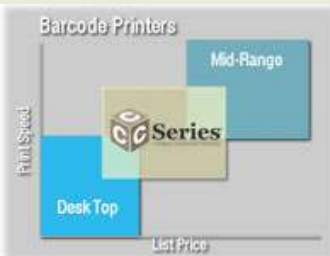
Cognitive's new 2", 300 DPI label printer is the first and only printer of its kind to offer high speed and high-resolution printing of labels for applications such as wristband, jewelry or serialized component labels.

Additionally, the printer features Cognitive's new "**Universal Media Handling**" (UMH) allowing printer indexing on a wide array of media regardless of whether the label is black-bar, notch or gap sensed while handling large rolls.

"We've yet to find a label or tag that we can't index and print. No one else makes a thermal printer designed with the media handling and indexing capability of this printer. In fact, because our sensing is so powerful users often don't require expensive black bar index marks on their labels. If you have indexing issues, it is as simple as moving a sensor and your problems are solved. This capability opens up numerous applications for a small footprint printer that were previously ignored," says **Raul Palacios, Cognitive's Director of Product Management**.

[Check out all the Printer Features](#)

What is Compact Industrial?



In developing the C Series printer family Cognitive recognized that today's desktop and mid-range printer products frequently come up short for users in terms of printer performance, price and footprint.

Many customers are forced to buy up to expensive mid-range printers to get the speed or essential features they can't find in the more affordable desktop models. Others customers are forced to sacrifice performance to meet their budgets and buy down. Neither solution is optimal for users

Cognitive saw the opportunity to create a new printer family which would fill the traditional price/performance space between low and high end printers. We call our printers "Compact Industrial" and label them as the C Series.

*The C Series printers **fill the gap** between the desktop and mid-range printers sold in the market today. This positioning gives both the end user and the reseller an exciting new choice.*

[What is Compact Industrial?](#)

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