



Cognitive Solutions Launches the Advantage DLX - An Industrial, High-Performance Desktop Printer

VARTECH 2007 – Nashville, TN – September 20, 2007 – Cognitive Solutions, a leading desktop barcode printing solutions company, today announced the launch of its Advantage DLX desktop barcode printer at VARTECH 2007 in Nashville, Tennessee.

The Advantage DLX combines the Cognitive reputation for ease of use, rugged design and exceptional reliability with best-in-class first label out performance and print speed. The Advantage DLX also ships standard with several popular firmware emulations for ease of integration into legacy printer applications.

Unlike its competitors in this segment, the Advantage DLX is engineered with a metal frame and metal print mechanism for exceptional reliability and durability, even in the most demanding environments. The Advantage DLX incorporates the latest electronic and firmware design to offer superior performance across every important printer function.

- 32 bit processor and 16 MB of DRAM far exceeding competitive offerings.
- Best-in-class First Label Out speed. Up to ten times faster than its predecessor, the Blaster Advantage.
- Full connectivity including USB, Serial/Parallel, and internal Ethernet (USB Standard).
- Heavy duty metal construction for rugged and reliable performance.
- 5 inches per second (ips) print speed.
- Backed with a 2 year warranty.
- User selectable firmware languages for easy integration into legacy printer applications.

Cognitive's Advantage DLX is now available in a new "anvil black" color to compliment today's desktop computer color schemes. DLX is offered both 4-inch and 2-inch wide models. The 4" models are designed specifically for industrial applications such as shipping labels, parts identification and work-in-progress labeling. The DLX 2-inch models are the most powerful 2-inch desktop label printers on the market. They are perfect in applications where space is at a premium but performance cannot be sacrificed. Examples include wristbanding for patient care, component labeling and vehicle service applications.

"The DLX printer is the most powerful and rugged desktop printer on the market today," said Barry Knott, Senior Vice President and Chief Marketing Officer for ATSI Holdings. "It's a great value for those who demand reliable performance from their label printer for years to come. We've improved the print and first label out speed and added more communications and emulations for a printer that's truly best-of-breed."

The Advantage DLX printer can be seen at VARTECH 2007, which runs September 20-23, 2007 in Nashville, Tennessee at the Gaylord Opryland Resort & Convention Center. For additional conference details visit <http://www.bluestarvartech.com/about.html>.

About Cognitive Solutions

Cognitive Solutions, a subsidiary of ATSI Holdings Inc., is a leading provider of on-demand barcode printers, software, labels and ribbons to the retail, healthcare, manufacturing, and service sectors worldwide. Its **Advantage™** and **C Series™** printers satisfy a wide range of applications for compact, high performance, and ultra-reliable printing solutions. Its **Administrator™** software provides user-friendly tools for integrating Cognitive printers into diverse operating systems and assures compatibility with many legacy laser and thermal printer environments. For more information about Cognitive visit www.cognitive.com or call 800.451.9874.

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