



June 2007

The Cognitive Connection

Sharing News with Our Partners



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Cognitive Introduces New C Series Firmware - v.1.40 *New Version Offers Language Emulation and Multiple Port Connectivity*



The latest version C Series 1.40 firmware makes use of Cognitive's Administration software, making it easy to perform printer set-up and setting changes.

Perhaps best of all v.1.40 includes user selectable laser and popular thermal printer language emulations including:

- CPL - Cognitive Programming Language
- EcPL Emulation - Eltron Programming Language Emulation
- TPCL Emulation - Laser Programming Language Emulation

Now, for the first time the enterprise has an effective and comprehensive tool to migrate label printing applications from laser to thermal. By doing so your organization can cost reduce your label applications, improve the overall label printing process, and extend the life of your laser printer. Thermal printing can co-exist or even replace laser printers in some environments without the need for major application re- programming.

The benefits of thermal printing over laser printing for labels are numerous:

- No messy adhesive to jam the printer. Thermal printers are made to run labels, laser printers are not.
- No expensive toner or supplies
- Generally faster output on thermal printers
- Lower energy consumption
- No lengthy warm up or first label out wait times
- Smaller thermal footprint for those confined areas

Visit our [website](#) to learn more about some additional new feature sets in v.1.40. For more information on how to migrate your laser systems using Cognitive's C Series printers, contact us at marketing@cognitive.com.

[Download the Latest Drivers and Firmware](#)

Case Study

Cognitive's Thermal Script Printer Replace Laser Printers



Scenario

Striking growth in prescription drug use has created new challenges for the pharmacy industry. Prescription growth has escalated the demand for pharmacists, which in turn has increased the pharmacists' workload. A printing technology migration from laser to thermal is helping to address many of the challenges found in today's pharmacies.

Solution

Thermal printing can improve pharmacist's productivity, workflow and lower operating costs. Thermal printing offers the following advantages over laser.

- Low Maintenance Costs
- Toner Free Requirements
- Reduced Power Consumption
- Small Footprint for Space Saving Benefits

Cognitive partnered with [QS/1](#), a leading provider of pharmacy software, to offer an affordable, efficient, and rugged thermal printing solution that compliments QS/1's pharmacy management system software.

Testimonial

"QS/1 selected the C/Rx printer based on its industrial, rugged metal design, its comprehensive PCL emulation and its fast print and processing speeds," said *Sonny Anderson, Director of Systems and Technology at QS/1*.

"Key to success for both Cognitive and QS/1 are the new C Series **laser to thermal emulation** tools developed by Cognitive," says *Raul Palacios, Cognitive's pharmacy expert*. The software makes it easy to configure our printer using the built-in LCD to re-format and print laser labels."

[Read the Press Release on Cognitive's partnership with QS/1](#)

ISV Partner

Teklynx Certifies all Cognitive Products with its Design Software



Teklynx International, the world's leading developer of software products for the AIDC marketplace, announced the availability of new driver support for [Cognitive's C Series printers](#) as well as its legacy products.

The drivers are available for download directly on Teklynx's website www.teklynx.com.

Cognitive printers are certified to work with Teklynx's *Labelview*, *Label Matrix*, and *Codesoft* barcode label design software.

"This development support is a sign of Teklynx's commitment to working with Cognitive customers. We are also looking forward to working more closely with the Cognitive team to generate demand for thermal label printing solutions," said *David Pettiford, Teklynx Director of Marketing*.

[Download the Latest Drivers](#)

New International Distributor

Base Systems International will Service India and Middle East Regions



Cognitive recently signed a distribution agreement with [Base Systems](#), a leading distributor of auto identification and contact and contactless products in India and

Middle East regions.

The agreement will enable Base Systems to offer Cognitive's mission critical desktop and portable thermal printers to its product line. "Adding Cognitive's line of compact, industrial, mission critical printers supports our strategic growth objectives in the barcode, RFID, smart card, and biometric industries. We will now have a complete solution for the Auto Identification Data Capture marketplace," said Pramod Goel, President of [Base Systems](#).

Base Systems will be introducing Cognitive's latest [C Series](#) printers to its top customers in the retail, healthcare, and

hospitality industries.

"India is seen as an emerging, fast growing market for AIDC products. We see our partnership with Base Systems as a way to tap into this marketplace and offer our customers a local source of supply and support. With Base Systems we can confidently serve the Indian and Middle East markets," said *Kelly Jamison, Cognitive's Director of International Sales and Distribution.*

[View all Cognitive Distributors](#)

Cognitive's Canadian Summer Sizzle

Team up with BlueStar Canada and Cognitive to Win Big this Summer!



Every time you purchase a printer and the appropriate consumable(s)* on the same invoice from BlueStar Canada from **June 1st through August 31st**, you will be entered into a drawing for 3 prizes.

Increase your chances of winning by purchasing a service contract on the same invoice and receive an extra entry in the drawing.

The grand prize will be a value of **\$1000**, the second prize will be a value of **\$750** and the third prize will be a value of **\$500**.

Contact your [BlueStar Canada](#) representative today to place your order! Call 1- 800-317-2323 or visit them online at www.bluestar.ca

* (Please note: when purchasing a thermal transfer printer, you must include both ribbons and labels on your order. When purchasing a direct thermal printer, you must include labels on your order.)

[Visit BlueStar Canada Today](#)

Impact Now

Visit Cognitive at ScanSource Impact Now in San Diego - July 11



No more boring business conferences! Visit Cognitive Solutions at ScanSource's [IMPACT NOW](#) show in *San Diego on July 11th*.

Register today at www.impactnowsandiego.com

To set up a meeting with Cognitive executives at the show, contact Andrina Starika, Cognitive's Distribution Business Development Manager at andrina.starika@cognitive.com

Register for Impact Now Today

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