



## 2004 Award Winner

### Best Personal Corporate Communications Device Panasonic Panafax UF-9000



The BERTL's Best Award for "Best Personal Corporate Communications Device" is bestowed on the product which delivers the most extensive and useful communication capabilities for desktop users.

BERTL has awarded the 2004 BERTL's Best Award to the Panasonic Panafax UF-9000 for its high functionality, simple operation which includes many features that others charge extra for.

BERTL's LabCheck report says that "The Panafax UF-9000 offers a combination of standard features which are hard to beat. Many competing products charge additional money for network printing, network scanning, 10/100BaseTx Ethernet and duplex units — all of which come standard on the Panafax UF-9000."

The report goes on to note, "Additionally, a number of competing fax-based MFPs do not offer color scanners or LDAP capability, nor the Double Exposure mode which can cut a medical office's paper use in half."

The Panasonic Panafax UF-9000 offers a number of impressive capabilities, including:

- Color scanning.

#### BERTL's Best 2004 9th Annual Spring Awards Recognizing The BEST In Digital Imaging Technology and Innovation

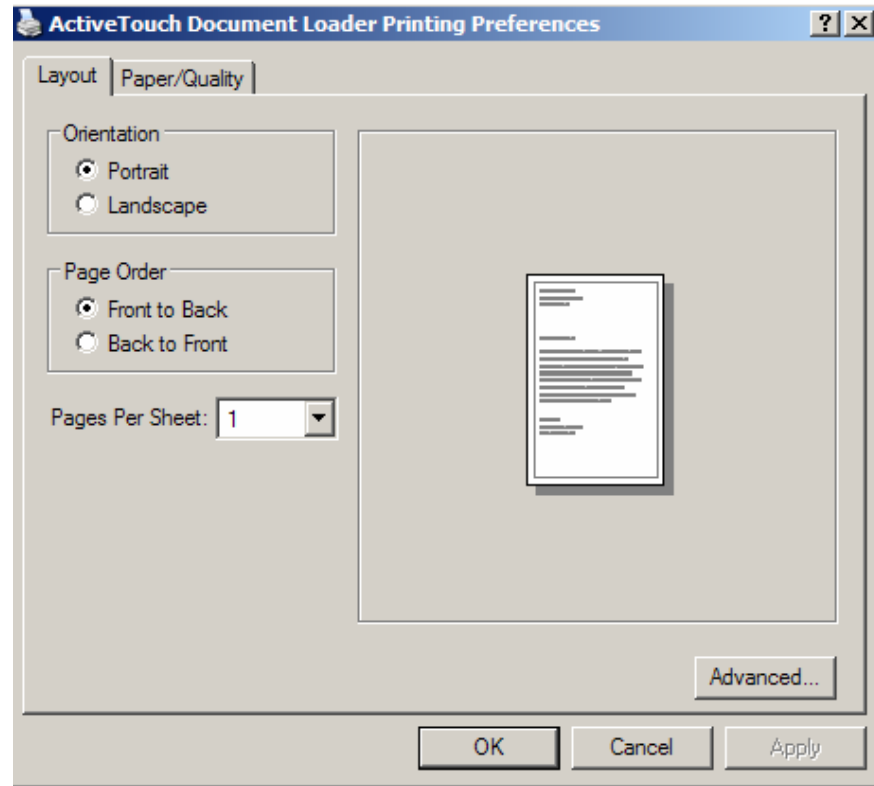
The lead-up time to the **BERTL's Best Spring Awards** marks an intense period of research for BERTL analysts. Starting first week of January, BERTL analysts begin work reviewing every major **NEW** corporate-level copier, printer, color, production and multifunctional device introduced to the market as of January 1<sup>st</sup>. Devices are analyzed across a wide range of parameters with the end-user experience being the primary consideration. BERTL analysts take into consideration overall value for money, competitive advantage, accessibility (for the physically challenged or visually impaired user), design and build quality, standard functions, modularity of design and upgrade path to more extensive functionality, any value-added software that is part of the product offering, network management utilities, return on investment, and more. For every device that BERTL analysts review, the company publishes a detailed evaluation report (per device) in one of its specialist services: "Color at Work," "LabCheck" or "Imaging at Work." You will find hundreds of reports at [www.BERTL.com](http://www.BERTL.com). Six months later, BERTL analysts conduct another in-depth investigation, this time they look at the entire competitive landscape of corporate-level devices, this comprises **newly launched devices**, as well as **current-line product offerings** (*this numbers several hundred devices*). Following extensive research, which takes into consideration feedback from users, product resellers and in-depth competitive study, BERTL analysts then recognize a very small, select group of devices with the highly prestigious **BERTL's Best Spring Awards**.

The digital imaging marketplace evolves at a rapid pace. In order to be scrupulously fair to manufacturers who have plans to launch products in the second-half of the year, BERTL conducts a similar end-of-year in-depth review of the competitive landscape, so that any "NEW" products launched June through December can be considered for BERTL's Best December Awards recognition.



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- Files can be scanned as full color PDFs.
- Standard LDAP functionality, which allows users to pull fax numbers and email addresses off of centrally-stored corporate databases, instead of the device having to maintain its own address book.
- Standard network printing.
- Standard network scanning.
- Standard duplex.
- Standard Ethernet connectivity.
- Standard Super G3 fax and JBIG data compression.
- Double Exposure mode lets users merge two sides of a document to a single page.



Screen shot from built-in Windows-based printer driver.

- Check & Call feature can automatically report low toner and mechanical problems to key personnel.
- Standard 50-sheet automatic document feeder.
- Includes document feeder and glass copy platen, allowing users maximum flexibility in the kinds of documents which can be scanned or faxed.
- PCL and PostScript print drivers available as upgrade options.
- Optional hard disk drive.

- Optional handset kit.
- Faxes are saved to Flash memory, which is non-volatile and therefore independent of electrical power — so if power is lost, faxes in memory are not.

Panasonic's proprietary Document Management software is included at no additional cost. This gives users built-in web management capabilities, as well as a no-cost way to edit and share scanned documents.

It also offers a desktop-based network status feature, which allows users to monitor the status

of the Panasonic Panafax UF-9000 without having to leave their desks.

Users who buy competing multifunctional devices and then decide to add Ethernet, print functionality, color scanning and an automatic document feeder could end up spending a few thousand dollars more on options alone, while the Panasonic Panafax UF-9000 already has all of these valuable capabilities built in without requiring a penny's worth of additional purchases.

The Panasonic Panafax UF-9000 comes out of the box with full



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color scanning/scan to email, networkable 19ppm Windows host-based printing capability, and the ability to duplex, copy and fax.

It comes with standard RAM of 16MB and standard paper supply of 250 sheets (a second, 500-sheet paper tray can be added as an optional upgrade).

The device features a 33.6 Kbps Super G3 fax modem and standard 10/100BaseTx Ethernet and USB 1.1 connectivity. The Panafax UF-9000's 50-page automatic document feeder accommodates large files, and a glass copy platen allows users to scan and copy documents that cannot be fed through the ADF

(such as bound books or small medical insurance cards).

Faxes are sent from the Panafax UF-9000 as soon as the first page has been scanned, with additional pages scanned while the transmission has been started.

Other useful fax features include automatic archiving (legally required in some fields of business); automatic generation of a transmission report to users; and the ability to fax directly from the desktop using software included standard with the machine.

The device's control panel features a logical, easy to understand QWERTY key layout.

Likewise, the all-in-one toner/image drum/developer unit is very easy to change, even for inexperienced technology users.

Panasonic's entire range of fax-capable products is impressive, and the Panafax UF-9000 has a lot to offer any user needing a convenient and affordable way to fax. With its additional standard ability to print, copy, scan in color and scan to email, the Panasonic Panafax UF-9000 is an excellent choice for an all-in-one device.

## Spotlight On The Award Winner

In 1918, Konosuke Matsushita founded Panasonic with the birth of its parent company, Matsushita Electric Industrial Co. Ltd. At the time, Mr. Matsushita was 23 years old, with only two other employees, both family members.

The company now consists of 304 consolidated companies and more than 200,000 employees in over 36 countries. The Matsushita Electric Group has been split into 10 companies, of which three bear the Panasonic brand name.

Konosuke Matsushita originally went into business to develop

and market his self-designed attachment plug. However, Panasonic currently designs, manufactures and markets various types of electronic equipment for home and office use.

Panasonic is known throughout the industry as an electronics and office equipment specialist, developing copiers, facsimiles, multifunctional devices and printers. With more than 50 years' experience developing and manufacturing fax products, Panasonic stands out as a pioneer of the fax industry. The company played a key role in standardizing information and

communications technology, while dramatically improving image processing technology.

Panasonic conforms to the business philosophies set forth by Konosuke Matsushita in 1932. Employees are expected to help contribute to society, be fair and honest at all times, have group cooperation and team spirit, and put in a steady effort to improve themselves and their work.

In addition, the corporate philosophy states that employees should exercise courtesy, humility, adaptability and gratitude at all times.