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PANASONIC INTRODUCES MULTIFUNCTION ALTERNATIVE TO STAND-ALONE FAX DEVICES

The new, feature-rich Panafax® UF-9000 comes with standard copying, network color scanning, network printing and document management, and a range of optional capabilities.

SECAUCUS, NJ — With more than 50 years' experience in fax technology, Panasonic unveils the latest in its award-winning Panafax® line – the multifunction **UF-9000**. This network-ready fax MFP offers **hardcopy fax, PC printing, PC fax, scanning, network printing, network fax, Internet fax** and **platen copying** – features most desired by business users, according to the results of a recent industry survey.

This rich feature set combines with an MSRP* of \$2,395.00 to make the UF-9000 an excellent replacement option for stand-alone fax devices based on price-performance.

Panasonic introduces its multifunction UF-9000 at a time when stand-alone fax sales appear to have peaked. According to Brent Hoskins, editor of *Office Technology*, the official publication of the Business Technology Association, the rise of communication via the Internet is clearly producing a decrease in the number of pages being faxed in the workplace. Still, Hoskins says faxing documents over telephone lines remains an important function within many businesses, a number of which would benefit by replacing their stand-alone fax machines with an MFP.

“For the business that relies on a device that sends and receives fax transmissions, it doesn't always make sense to replace an older model with one that only transmits a fax over the telephone line,” says Hoskins. “In today's business environment, it often makes more sense to invest in a model that will also send a fax over the Internet for the cost of a local phone call, and that offers a variety of other advanced features, such as color scan-to-email and network scanning.”

The UF-9000, which has already drawn the attention of BERTL® (Digital Test Lab®), a leading independent testing laboratory, is emerging as one of the stand-alone replacements of choice.

“Today's fax buyer is often looking for a device that combines traditional fax functionality with print, copy, fax-to-email and Internet fax capabilities,” says Mark Nadel, BERTL's director of competitive intelligence. “The Panafax UF-9000 offers all of these functions and more, making it an attractive alternative to a traditional fax machine for small to medium-sized offices and workgroups.”

The UF-9000 is jam-packed with features, including a **built-in automatic duplex unit** that enables two-sided printing and copying. Incoming faxes can be printed on both sides as well.

Virtually any type of document – black & white or color – can be scanned directly from the flatbed scanner, turned into a PDF, custom named, and sent to a networked PC or email address. The UF-9000's high-speed Super G3 fax with JBIG compression transmits at about three seconds per page.

Among the UF-9000's more unique and cost-efficient features is Double Exposure. With Double Exposure, small double-sided originals such as ID and insurance cards, receipts, and canceled checks can be automatically copied onto one side of a single sheet of paper. This can be done without creating black borders, even if the platen cover is open due to Panasonic's unique digital SkyShot mode. **Auto-archiving** is another important feature required by more and more businesses, where a copy of a sent or received fax is simultaneously forwarded from the UF-9000 via email to any specified PC for review by a supervisor.

According to Paul Wharton, Panasonic's product marketing manager for copier/fax/MFP, the feature-rich UF-9000 gives small to medium-sized offices and workgroups the kind of networked office system typically found in larger companies, all in a single, compact, easy-to-use unit.

"Reliability and durability are important criteria for businesses purchasing facsimile devices," Wharton says. "The Panafax UF-9000 excels in these areas." Wharton also says that quality of service, ease of use, output image quality and speed are other important purchase criteria that set the UF-9000 apart.

The UF-9000 links through an Ethernet and/or USB interface, enabling high-resolution network or local printing at speeds of up to 19 ppm at true 600 x 600-dpi resolution. Panasonic's exclusive image enhancement technology further improves print quality to a maximum of 1200 equivalent x 600 dpi for outstanding photo and graphics reproduction.

Panafax Desktop and Panasonic Document Management System (P-DMS) software give the UF-9000 efficient and powerful document management and processing capabilities. For example, with Panafax Desktop, users can transmit a fax directly from their PC without having to print it. And P-DMS allows a user to edit and share scanned documents right from the desktop using a simple drag-and-drop operation.

With **Security Print/Mailbox**, confidential and sensitive documents can be printed and stored to a secure area that is accessible only with an ID and password. Available only with the optional hard disk drive unit installed in the UF-9000, the Security Print/Mailbox allows security printing for up to 100 users.

The convenient **network status monitor** allows users to monitor print job status, paper misfeeds, machine configuration and other functions right from their desktop, ensuring quick response to low toner or paper supply to minimize costly downtime. The UF-9000 also automatically sends a job **completion notice** to the user's desktop, thus eliminating wasted trips to check the status of a job.

The UF-9000's **Check and Call** function automatically reports certain mechanical problems to a service center. Remote Diagnostics System enables expert technicians to quickly troubleshoot and provide solutions via a telephone line or the Internet.

The Award-Winning Panafax product line continually maintains its proven reputation and has been recognized by some of the best in the industry. The Panafax product line received top honors in the 2003 *BERTL's Best* award for Fax Range of the Year and the 2002 *BERTL's Best of the Best* award for Best Fax Products for Outstanding Quality, Design & Innovation. In its annual survey of independent dealers,

The Cannata Report rated Panasonic Facsimile Manufacturer of the Year for eleven out of twelve years in a row dating as far back as 1990, continuing on through 2002. This outstanding achievement also resulted in *The Cannata Report* honoring Panasonic as Facsimile Manufacturer of the Decade for the 1990s. These very impressive awards coupled with the recent industry survey regarding features most desired by business users, makes the new and exciting Panafax UF-9000 ideal for workgroup users in small, medium, and large sized companies.

Additionally, end-users rated Panasonic highest in overall effectiveness of product features and functions, and number one in reliability, in a 2003 survey by *The Office Products Analyst*.

In the United States, Panasonic Digital Document Company, a unit of Matsushita Electric Corporation of America, markets a broad line of digital imaging systems, computer peripherals and office system products designed specifically for business use. Products available include fax and Internet fax machines, digital copiers, network multifunction devices, document management systems, scanners, electronic whiteboards, color and monochrome laser printers, impact printers and DVD drives.

Headquartered in Secaucus, NJ, Matsushita Electric Corporation of America is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan. For more information, visit <http://www.panasonic.com/office>.

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*Manufacturer's suggested retail price. Dealers must decide for themselves the prices at which our products are actually advertised and sold.

EDITOR'S NOTE:

End users may obtain sales information by contacting Panasonic at 1-800-742-8086 or 201-348-7000, or by visiting <http://www.panasonic.com/office>. **Please do not publish the editorial contact telephone number.** If you wish to review this or any other Panasonic document-imaging product, please contact Chris Florentz or Charlie Sassaman at 215-592-8601, or at chris@bartgil.com or charlie@bartgil.com.

Product images can be downloaded from Panasonic's extranet site at b2b.Panasonic.com. Username: images. Password: images. Select Image Gallery from the dropdown menu, select a Product Category, choose the appropriate image file.

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