



The DATA CAPTURE Report

Since 1977, the premier management & marketing newsletter of automatic data capture: Bar Coding, RF and related technologies.

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May 28, 2010

Psion Teklogix Learns To Listen

CMO Nick Eades shares insight on channel strategies and sales structures.

During the first few months of 2010, SCAN/DCR interviewed a number of leading AIDC vendor execs who explained how their companies were revamping their channel programs.

Psion Teklogix not only made a major overhaul of its VAR strategy, it announced a whole new concept for how it operates—a concept based on modularity. [See [SCAN/DCR 3/18/10.](#)]



Nick Eades, CMO, Psion Teklogix.

The new Psion Teklogix business plan includes terms like “Open Source Mobility,” “Open Innovation,” and “Ingenuity Working.”

The gist of the whole program goes like this: The handheld terminal vendor wants to have a system where users/customers, resellers, technology partners, and the company itself all share valuable information. The information can be feedback from customers about what technologies they want, where the snags are in the sales system, where there are breakdowns in communication, how to approach a particular vertical application, etc. It also is based on a new plan to incorporate modularity to a whole new

Continued on page 3.

Is the RFID Industry Ready For Unprecedented Growth?

As 2010 rolls along, more and more industry leaders are expecting a big growth spurt for RFID technology.

Crossing the chasm, turning the corner, coming round the bend...no, this isn't an itinerary for a summer vacation trip. It's what RFID leaders are saying about the economy and the increasing attention being given to the technologies they provide. Certainly, Dr. William Colleran, **Impinj** president/CEO, is one of the most optimistic of the current mix of CEOs and is always one of our first choices when we want to check on the status of RFID.



Dr. William Colleran, president/CEO, Impinj, Inc.

In a recent interview, Colleran told SCAN/DCR, “Since the beginning of the year, our sales have been growing in leaps and bounds. The apparel industry is adopting item-level RFID at an amazing rate. Our feedback is that they are seeing compelling ROIs in record times.

“We are also seeing broad interest in a variety of other applications. All parts of the RFID infrastructure are in demand and selling well. The economy is bouncing back and the chasm has been crossed with respect to RFID. This is the beginning of the growth we have all hoped for; it's the real deal.”

A change in user attitudes?

Obviously, if sales are burgeoning, some type of change has occurred. We asked the Impinj leader for his thoughts on the user community. “In general, we are finding that potential buyers aren't as dubious about RFID as they may have been in the past. RFID is no longer some new-fangled technology, and users are accepting the fact that it is a useful tool that can help them solve many of their business problems.

“Users are spending less time poking holes in the technology and more time looking at how it can help them,”

Colleran continued. "They seem to sense that adoption is inevitable."

"Obviously, there will be some disputes over IP. And, as you noted, we have already seen some litigation. I don't think we'll see a great deal of IP litigation in the near future. Right now, everyone is concentrating on growing the industry. Patent disputes are counterproductive to that goal. There will be time to sort out patents later. Some of the issues may get worked out behind the scene, so that users aren't spooked by the process."

Dr. William Colleran, Impinj, Inc.

Patent issues

The bar code industry has a long and checkered history of patent disputes and litigation. Although we've seen some of the same activity in RFID, it hasn't yet been to the magnitude of what might be expected. Now that the technology is taking off, we asked Colleran if he foresees patent wars in the near future.

"Obviously, there will be some disputes over IP," Colleran answered. "And, as you noted, we have already seen some litigation. That said, I don't think we'll see a great deal of IP litigation in the near future. Right now, everyone is concentrating on growing the industry. Patent disputes are counterproductive to that goal. There will be time to sort out patents later. Some of the issues may get worked out behind the scene, so that users aren't spooked by the process."

An inside look

One of the things we enjoy most in covering the AIDC industry is getting the chance to see what makes our leaders tick—to understand their goals, concerns, and inner thoughts. With this in mind, we asked Colleran what issues most concern him when he comes to the office each day.

"My priorities change over time," he confided. "In the past couple months, my biggest concern has been in making sure our industry can support increased demand we are seeing for the technology. The uptick in RFID adoption is occurring at the same time as the biggest growth in history for the semi-conductor industry. This affects all aspects of our supply chain. Lead times from our suppliers are getting longer. We don't want any hurdles to adoption...certainly not one related to lack of necessary hardware.

"I am also focusing on how to leverage the success we've seen in the apparel industry to make gains in other areas. The increased usage by the apparel industry is driving prices down, and users will benefit from an increased economy of scale."

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- Magnetic stripe
- OCR products
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MEXICAN GOVERNMENT SELECTS IMPINJ/ DIGILOGICS RFID OFFERING

On April 14, **Impinj, Inc.** and Mexico-based label stock converter **Digilogics S.A. de C.V.** announced that the government of Mexico has certified Impinj's Speedway Revolution reader for purchase by state agencies and the automotive industry in compliance with the electronic vehicle registration initiative of the country's public vehicle registry, Registro Publico Vehicular (REPUVE). All cars, trucks, buses and other public vehicles as well as auto manufacturers and importers, must participate in the countrywide vehicle identification program.

Selected by Digilogics for its performance and reliability, the Speedway Revolution reader, featuring patented Autopilot™ technology, will encode required data onto REPUVE sanctioned Gen 2 tags, which the initiative requires on all new vehicles by July 2010. In addition, Digilogics is developing software to exploit the capabilities of the Speedway Revolution reader to allow use beyond the REPUVE program, including in warehouse management systems (WMS) and other critical business processes.

"Many potential customers contacted Digilogics because they were not satisfied with the quality and performance of currently available RFID reader products," said Luca Pastorello, partner at Digilogics. "Impinj's Speedway Revolution delivered the performance and reliability necessary for the demanding requirements of this project across the entire spectrum of users, including automotive manufacturers, state data and verifying centers and installations on roads and motorways." **SCAN**

challenge that needs to be overcome. Looking further out, ease of deployment must be a focus for the RFID industry in general. "I can guarantee that this will be a focus for our engineering teams as we go forward," said Colleran. "We must reduce integration times. Standard issues have been solved. Performance issues have been solved. Economy of scale is improving on an ongoing basis. As an industry, we must lower barriers to adoption.

"Easy and quick deployment must be a given," he reiterated. "This will affect whether users adopt now or later. This is the phase we are in now. There has to be a significant bang for the buck."

Closing

When asked for his final thoughts, Colleran told *SCAN/DCR*, "I am as optimistic as I have ever been. All our hard work is finally coming to fruition. The increase in sales we are seeing is just the tip of the iceberg."

For more information: **Impinj, Inc.**, Seattle, WA, PH 206-834-1091, Email: jim.donaldson@impinj.com, Web site: www.impinj.com. **SCAN**

Important partners

The importance of a strong network of partners is now universally accepted by most of the leading players in AIDC. Colleran was hesitant to name Impinj's "best" partners for fear of leaving some out. But, he did say that, overall, retailers and VARs are critical information sources for the Seattle-based company.

"Users who share info with us help us determine where to focus our R&D," Colleran explained. "Resellers provide information on a myriad of markets and are a great source of application specific needs. Our resellers span the entire globe and give us regional statistics and facts that would be difficult to find anywhere else."

Impinj Sr. Director, Corporate Communications, Jim Donaldson added, "Industry analysts agree with this philosophy. VARs are critical to industry growth."

Remaining hurdles

As Colleran noted, in the short term, capacity is a

Continued from page 1.

degree. Basically, the company offers its Workabout Pro line and others as it has in the past. But now, customers and resellers can decide what technologies they want inside the terminal casing.

Ingenuity Working is the branded name for the new Web-based information sharing system. In a conversation with Nick Eades, Psion Teklogix CMO, he told *SCAN/DCR*, "We are already seeing great benefits from the site. At a recent meeting of our global partner council, all present voiced their approval and support for the modularity system. In a way, it's very similar to the way **Dell** operates. We build the devices to the customer's specs. This plan enables us to meet any demand a customer makes and to deliver a perfect fit for their needs. I am extremely pleased about the reception the program is receiving.

"As an example of how our VARs are taking advantage of Ingenuity Working, Poland-based

Megasonic, Germany-based **Warock**, and U.K.-based **Blackroc** have turned to each other and shared information on how to address a host of markets. This program is still in its early stages, and we will continue to search for ways to make it more valuable. We'll have more announcements later this year."

"One of the first things we had to do was to learn how to really listen to our customers and partners... You need a very thick skin and a willingness to take criticism. You need to be willing to change for the better. ...you can't get defensive."

Nick Eades, CMO, Psion Teklogix.

Common to the industry?

One thing we noticed during our chats with various leaders is that all of them seem to have come with a similar theme in their channel programs. It seems that, all at once, vendors are looking for new ways to set up information-sharing programs. Eades has worked for a number of the leading global tech companies, so we asked him why he thinks this phenomenon is occurring across the industry.

"The recession forced companies to examine and change the way they have been doing business," Eades replied. "When orders are scarce and hard to come by, you have to look for every possible avenue to reach customers. More than ever, you have to rely on all your assets. Resellers definitely fall into the category of assets. They provide valuable feedback."

The beginning

We've established the value of information sharing, but creating a program and Web site is no small feat. With that in mind, we asked Eades where he started when he began working on the program. "We actually started by asking end users how they envisioned the ideal sales procedure...what system they wanted for placing orders," Eades explained. "To be honest, we are constantly polling our customers for ideas on how to simplify the purchase process and how to meet their needs."

Coming on board

As we noted earlier, Eades has worked for some of the biggest giants in the tech sector. It was only a year ago that he came on board at Psion Teklogix. We asked him for his thoughts when he joined the company.

"There were many great people at the company, but they had some real problems with their channel program that needed to be addressed," Eades confided. "They were really behind on their Web presence. After a year, that has changed, and it will continue to do so.

"The management was very supportive," he continued. "I was pretty much given a free rein, but also told that speed was of the essence. They added that they didn't want to sacrifice quality for speed. The great thing has been that the entire company has gotten behind our new strategies, and that is helping make the process better in every way."

Challenges

Obviously, getting the program going was one of the biggest challenges. It's one thing to create a program; it's another to get everyone on board. Psion Teklogix is working with its current resellers and actively recruiting new partners.

On a more personal note, Eades talked about what he called was a "lesson in humility." Eades told *SCAN/DCR*, "One of the first things we had to do was to learn how to really listen to our customers and partners. We let them tell us what was wrong with our program, and then we discussed ways to fix it. It's not as easy as it sounds. You need a very thick skin and a willingness to take criticism. You need to be willing to change for the better. If the feedback you receive is that one of your own 'great' ideas isn't as good as you thought it was, you can't get defensive."

Closing

When asked for his closing comments, Eades simply replied, "There's a lot more changes coming at the company. We hope resellers and customers will try us out."

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Motorola Exec Touts Major Movement In RFID Arena

Once again, we are emphasizing the growing strength of the RFID market. In a recent chat with **Motorola EMS** Director of Product Marketing for the company's RFID division, Chris Schaefer, we heard glowing reports about the RFID sector. Schaefer told us, "I couldn't be more excited about the market. The technology has evolved greatly over the past three years."

Continuing, Schaefer said Motorola's RFID division has ongoing development of the technology, with a focus on retail, supply chain, industrial, warehouse, and distribution applications.

"The hype in years past may actually have helped grow the industry," said Schaefer. "It got people interested enough to check out the technology and search for the truth.

"Today, RFID vendors are designing application-specific products that are much more user-friendly than their predecessors," he continued. "Currently, retail is the big driver, but the truth is that there are many places where RFID can add value."

Schaefer cited industrial/manufacturing and asset management as other sectors that are adding to the positive growth in RFID. Returnable transport containers, such as totes and pallets are now traceable. And, RFID can help companies hold employees accountable for lost items.

"Overall, this should be a very good year for RFID," Schaefer told *SCAN/DCR*. "Today, Motorola has 67 products related just to linear bar code technology. That's where we see RFID going. That's why users are seeing so many new product announcements from Motorola."

More on the market

According to Schaefer, today's buyers are more serious in general. Analysts are predicting 30-40% growth in 2010 RFID adoption.

Asset management has always been the core of RFID business, and growth in this area has been slow and steady. As Schaefer noted, retail has taken the lead position with respect to more "explosive" growth. Healthcare is yet another market that is likely to provide lucrative opportunities for RFID vendors.

Buyer profiles

For the market to have changed so drastically, something has to have changed in the user community. And, as always, the biggest question on vendors' minds is: "What is it that makes a potential customer put a signature on an order form?"

To better understand current buyers, we asked Schaefer to profile them for us. "In general, buyers

are more serious," he replied. "They are more knowledgeable and have a clear idea of what they expect RFID to do for their companies.

"Customers are now talking about actual projects they're looking at," Schaefer continued. "Where money was tight or almost non-existent before, today's buyers have the funding they need to move forward with their projects. They want the right tool for the right job. As a sidenote, the fragmented focus of AIDC is now coming together. Customers understand that combining technologies may offer the best overall solution to their needs."

New products at RFID Journal Live!

As Schaefer mentioned, Motorola has continued to engineer new application-specific products designed for those adopting RFID. At **RFID Journal Live!**, the Holtville, NY-based EMS division introduced two new handhelds—the DS9808-R and the MC9090-G. The DS9809-R is a next-generation

hybrid presentation imager, introducing a new category of integrated RFID and bar code scanners for the retail point of sale (POS). The new MC9090-G RFID ER handheld reader leverages features of the existing MC9090-G and adds extended range (ER) bar code scanning to increase productivity across the supply chain.



The new DS9808-R combines Motorola's best imaging and RFID offerings.

Commenting on the new products, Mike Poldino, Motorola VP and GM of RFID, stated, "With the introduction of the DS9808-R and new MC9090-G RFID ER, Motorola is further strengthening its RFID business

and industrial-class portfolios, offering a greater opportunity for organizations to determine how RFID solutions can add business value across an enterprise. As the demand for RFID solutions grows, we will continue Motorola's strong tradition of innovating across our portfolio, building on our legacy positions in bar code scanning and RFID solutions, and driving application-specific enhancements to help our customers achieve their business goals."

The DS9808-R imager provides the ability to capture a comprehensive array of data capture technologies in record speed, including 1D or 2D bar codes, PDF417 symbologies, and UHF RFID tags. With built-in support for emerging mobile retail applications, including the ability to read bar codes and images from a mobile phone display, retailers can now accommodate virtually any type of POS



Chris Schaefer, director of product marketing for the Motorola EMS RFID division.

and emerging inventory management application with a single, cost-effective device.

With its comprehensive RFID feature set, the new DS9808-R enables retailers to maximize the value of RFID technology in the store while providing tag reading capabilities to complete purchases quickly and efficiently.

The new MC9090-G RFID ER introduces extended-range scanning technology to Motorola's successful line of MC9090-G RFID handheld readers for improved performance in environments that require long-range scanning capabilities. The MC9090-G RFID ER provides user flexibility across the enterprise with the ability to capture 1D bar codes from as close as four inches to as far as 40 feet—eliminating the need and associated costs of using multiple devices for disparate and specific work tasks.

Final words

Closing, Schaefer reiterated, "I really believe this is the beginning of something big. 2010 is going to be a good year. Our partners are coming forward with new technologies that complement our offerings, and we are beginning to see the results of our hard work."

For more information; **Motorola EMS**, Holtville, NY, PH (631) 738-5426, Email: traci.hoch@motorola.com. **SCAN**

Intermec Takes Aggressive Stance With New Printer Options

In Q3 2009, **Intermec** released a new receipt printer. In Q4, it released an upgraded rugged wireless printer. And, most recently, it announced that its popular PF8 line of thermal and direct thermal printers have been reworked to streamline printer deployment and minimize maintenance for light duty applications in transportation/courier, manufacturing, healthcare, in-store retail, and office environments.

Tom Roth, Intermec director of printer marketing, told *SCAN/DCR*, "We are very bullish on the printer market. We've had a number of new product announcements in the past 12 months. Most recently, we announced upgrades to our PF8 desktop printer line. With the addition of internal Ethernet and Intermec PrintSet configuration support, we have made it easier for our customers

to deploy and easier for our VARs to sell. Customers can benefit from one set-up configuration across their entire line of printers. We have a Web page that explains how to integrate the PF8 into their networks. It's very simple and was designed for broad acceptance."

SCAN/DCR asked Roth if their PF8 would work in networks where competitors' products were running. "Absolutely," he answered. "They can run side-by-side. And, we are offering the printers with either a half-inch or one inch ribbon size. We also have one of the largest ribbon compartments to handle bigger rolls and reduce down time in changing media."



Tom Roth, director of printer marketing, Intermec Technologies.

The PF8 printers include flexible, industry standard connectivity—including parallel, serial, USB, and optional internal Ethernet—enabling easy, drop-in installation in networked environments. With their compact size, common media specifications, and ESIM

printer language, the PF8 printers provide an easy migration path from legacy Intermec printers such as the PC4, as well as from other desktop printers using the EPL printer language.

The PF8 also has one of the industry's smallest footprints in its class and operates very quietly. Roth said the company is particularly proud of these and the other features of the line. "We listened to what our customers wanted, and then designed the printers to meet their needs" he stated. "We're seeing a resurgence in printer and media sales. Larger deals are coming back, and we want to be able to capitalize on every opportunity. To do that, we have to have the best product on the market."

When asked why the market seems to be rebounding, Roth told *SCAN/DCR*, "Delayed spending, due to the 2008/2009 recession, has caused pent-up demand. Customers are feeling more confident about the economy and funding is now more readily available."

Smart printers excel

Roth contends that smart printers are playing a key role in the comeback of printer sales. "Intermec's Smart Printing™ technology enable companies to deploy printers as stand-alone smart clients running custom applications to reduce errors and improve process efficiencies," Roth explained. "This capability eliminates the need for a host computer

and its associated support costs, and delivers a complete solution at a lower total cost of ownership. Smart printers drive down implementation costs and help reduce errors at customers' facilities. They improve ROIs. To drive the market, we are producing white papers and case studies. We've been a leader in smart printer development for 20 years.

"We are seeing more and more smart printer adoption in areas such as healthcare, warehousing, distribution, and manufacturing," Roth continued. "These are our core markets. On the mobile side, we are seeing big gains in adoption rates in direct delivery applications. Our mobile receipt/label printers are 20-30% faster than most of our competitors' products."

When asked how he can make that statement, Roth replied, "We did our own study. To be sure our results were accurate, we actually showed a bias against ourselves. We use common software and common applications in the study. The best performance was achieved when we used Intermec printers with Intermec computers."

Closing

When asked for a final comment, Roth told us, "As I said before, we are very bullish on the sales outlook for the coming months. We expect to grow faster than the market in general. We'll stay focused on emerging sales opportunities in healthcare. And, we'll continue to invest in research and development. This is not the time to let up on our efforts to be the leading industry vendor in thermal printing."

Comment: It's comforting to see that RFID is not the only technology to reap benefits from a rebounding economy. We'll continue to monitor the pulse of AIDC's comeback story.

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Web site: www.intermec.com. **SCAN**

TECHNOLOGY AND STANDARDS

by Steve Halliday

WHERE GOES RFID?

If you have been watching the growth and acceptance of RFID, then you have seen the rollercoaster ride that has detailed its history to date. RFID has been around for a long time (we can go

back to World War 2 for early examples), but it was only when **EPCglobal** really started their work that things started to move a lot faster.

The subsequent mandates from **Wal-Mart** and the **U.S. Department of Defense** (and others) started

the ball rolling at a greater speed and the release of EPCglobal's Gen 2 UHF (ISO/IEC 18000-6 type C) gave us a UHF air interface that has provided the foundation for a UHF solution. Further work by both EPCglobal and **ISO** have created an HF version of the air interface which will be published soon.



Steve Halliday,
president, **High
Tech Aid**.

Since the initial take up of the UHF standard, we have seen an apparent drop in interest. Some of the companies that were involved with Wal-Mart and with their own initiatives have now taken a follow attitude rather than a lead attitude. Others are now sitting waiting to see what happens and the overall feeling is that we have slowed down in the adoption process.

And yet, The RFID Journal Live! show, although smaller than last year, seemed to have a lot of interest from the attendees, and then this week, I saw a note from Reik Reed of **RWBaird** that there is a problem getting UHF tags. It seems that the growth in UHF this year has caused some issues with the supply and Reik suggests that the boost in apparel tagging has caused this issue.

Reed also states that the volumes of tags supplied increased in both the first and second quarters of 2010. So, have we reached the point where RFID is really starting to take off? In my own work, we are starting to see many requests for asset tracking systems of differing sizes, and this is leading me to the assumption that we are really starting to see an improvement in the economy, and that RFID will be a major part of that improvement. Do you have reasons to support or disagree with this assumption? Will 2010/11 really be the "year of RFID?"

Do you have a point of view? Let me know at steve@hightechaid.com. **High Tech Aid** specializes in standards and education, but the spectrum of services is much greater than that. When your problem needs have you overwhelmed, then you need to get help and that is why we are here. Call or email us for more information and if you want more technical information, you can visit the web site at <http://www.hightechaid.com>. **SCAN**

SCAN/DCR MARKETWATCH

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Astro Med	(401) 828-4000	NASDAQ	ALOT	7.64	5.00	8.30	3.70	20.37	0.38
Avnet Convergent Technologies	(480) 643-7291	NYSE	AVT	27.29	19.89	34.09	N/A	16.94	1.61
AXCESS Inc.	(972) 407-6080	NASDAQ	AXSI.OB	0.54	0.23	0.70	N/A	N/A	-0.04
Brady Corporation	(414) 438-6880	NYSE	BRC	28.64	23.00	35.37	2.40	20.49	1.40
Checkpoint	(800) 257-5540	NYSE	CKP	18.59	13.09	23.92	N/A	23.35	0.80
Cisco Systems, Inc.	(408) 526-8890	NASDAQ	CSCO	22.89	17.61	27.74	N/A	19.38	1.18
Cognex Corp.	(580) 650-3353	NASDAQNM	CGNX	18.76	12.57	22.59	1.30	104.80	0.18
CSP Inc.	(508) 663-7598	NASDAQ	CSPI	4.20	3.08	4.70	N/A	N/A	-1.17
Danaher Corporation	(202) 828-0850	NYSE	DHR	78.71	57.04	87.53	0.10	21.68	3.63
Datalogic (Euros)	39 051 3147011	MILAN	DAL.MI	2.98	3.40	4.56	N/A	N/A	N/A
Dover Corporation	(212) 922-1640	NYSE	DOV	43.75	30.26	55.50	2.40	19.91	2.20
EMS Technologies, Inc.	(770) 729-6510	NASDAQ	ELMG	14.96	12.00	23.17	N/A	N/A	-1.09
Honeywell	(973) 455-2000	NYSE	HON	42.11	29.17	48.63	2.90	15.02	2.80
Intermec Inc.	(425) 348-2600	NYSE	IN	10.92	10.36	15.64	N/A	N/A	-0.08
Itron	(509) 924-9900	NASDAQ	ITRI	64.31	50.15	81.95	N/A	57.68	1.12
ITW	(586) 752-5553	NYSE	ITW	45.16	31.46	52.72	2.70	17.75	2.54
Lockheed Martin Corporation	(607) 751-2690	NYSE	LMT	79.73	67.39	87.18	3.20	10.54	7.57
Motorola	(800) 262-8509	NYSE	MOT	6.76	5.72	9.45	N/A	N/A	0.11
NCR Corporation	(937) 445-5905	NYSE	NCR	12.89	9.18	16.00	N/A	N/A	-0.23
Pson Teklogix (UK P)	(905) 813-9900	LONDON	PON.L	77.50	54.00	124.00	4.70	-28.85	N/A
ScanSource	(864) 288-2432	NASDAQ	SCSC	25.58	22.70	32.40	N/A	14.50	1.76
Unitech Electronics Co., Ltd.	886-2-89121122	GTMCT	3652.TWO	40.35TWD	31.30	50.00	N/A	N/A	N/A
Zebra Technologies	(847) 793-6735	NASDAQ	ZBRA	26.88	20.98	31.00	N/A	25.33	1.06
Zetes Industries (Currency-Euro)	32(0)2 728 37 11	EURONEXT	ZTS.BR	16.57	13.61	17.85	N/A	N/A	N/A

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