



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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April 30, 2010

Airbus Extends OATSystems RFID Service Contract

Latest move demonstrates user confidence in maturing RFID technologies.

In mid-April, while exhibiting at **RFID Journal Live!**, **OATSystems**, a division of **Checkpoint Systems, Inc.**, announced that **Airbus** has extended a service contract with the Waltham, MA-based software provider for an additional three years. An although the new agreement is a feather in OATSystems' hat, the really noteworthy part of the story lies in the fact that a giant aerospace vendor like Airbus has placed its trust in RFID after using the technology for two years.



Prasad Putta, GM, OATSystems, a division of Checkpoint Systems.

In what was noted at the time to be the manufacturing industry's single largest RFID software transaction to date, Airbus selected OATSystems and partners in early 2008 to provide a multi-million dollar, multi-year Auto-ID software platform. In parallel, Airbus also entered into an initial two-year service contract with OATSystems to deploy its software platform, which is part of the Airbus Auto-ID standard corporate architecture. During this time, OATSystems has delivered a variety of solutions to help Airbus streamline operations across supply

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Savi And ODIN Partner On RFID Platform

Unified passive and active RFID solution enhances tracking and management of items, assets, and containers.

On April 15, while attending **RFID Journal Live!**, **Lockheed Martin**-owned **Savi Technology** and **ODIN Technologies**, two well-known players in the RFID sector, announced they have combined their active and passive RFID software portfolios into a comprehensive platform that will serve users that are utilizing multi-tech tracking systems. The two partners say their fully integrated solution will "broaden and enrich customers' ability to track and manage in real-time their items, supply chain assets and transport conveyances such as containers and vehicles."



David Stephens, CEO, Savi Technology.

Following the announcement, SCAN/DCR spoke with David Stephens, CEO of Savi Technology, to learn more about how the two industry leaders will move forward with their new offering. "Everything is ready for the market," said Stephens, "and we began looking at ways to jointly market and integrate our new platform nine months ago. We are locked, loaded, and ready to go. Our new offering enables users to manage all their AIDC systems with a single platform that is ready to go, out of the box. Clients will no longer need multiple middleware packages."

The Savi-ODIN solution is architected to benefit customers in the aerospace and defense, government, manufacturing, healthcare, and IT Services industries. Drawing on Savi's experience in active, battery-powered RFID, and ODIN's expertise in passive RFID, the solution will enhance supply chain performance, efficiency, and security within the four walls of facilities as well as throughout extended supply chains. The two companies have a combined global experience on every continent encompassing more than 500 successful RFID projects.

Patrick J. Sweeney II, founder of ODIN, commented, "With

Savi and ODIN seamlessly integrating our respective solutions, we can bring a single off-the-shelf solution with near perfect accuracy.”

“Back around 2003, there was a tremendous amount of hype about what RFID could and could not do. But today, we are light years ahead. The technology is better. Standards are in place, and customers are much more educated. They don’t look at RFID as some gimmick. Instead, they see it as a means to solve business problems. Because of the economy, potential adopters are looking for ‘instant ROI.’...”

**David Stephens, CEO,
Savi Technology.**

A big change in the market

In what seems to becoming an industry trend, the Savi leader told us that he has seen a tremendous shift in the market—a change for the better. “Back around 2003, there was a tremendous amount of hype about what RFID could and could not do,” Stephens explained. “But today, we are light years ahead. The technology is better. Standards are in place, and customers are much more educated. They don’t look at RFID as some gimmick. Instead, they see it as a means to solve business problems. Because of the economy, potential adopters are looking for ‘instant ROI.’ This whole philosophy today has been Savi’s mantra for years. We’ve always said it’s not the product that’s important, it’s how you use it to solve problems.”

Multi-tech—multi-apps

Eight to 10 years ago, when major RFID use was more of a concept than a reality, AIDC leaders often envisioned a time when each application would have its own list of data capture technologies. They speculated that a best-of-breed tracking system would likely incorporate many technologies, including bar codes, imaging and laser, RFID, voice, wireless, etc. They also talked about a time when the world would see multi-function handheld devices that could read a 2D symbology, capture a signature, identify the contents on a pallet with passive RFID, and locate a truck in a shipping yard with active RFID tags. Isn’t it nice. The future is now.

As our readers can see from the articles in this issue, users are thinking ahead when they make a decision to adopt AIDC. They want their systems to be scalable, so they can add different forms of RFID in different areas of their companies when they choose. It’s also important to note that giants like **Motorola** are tapping the talents of their engineering staff to develop multi-function, multi-tech, application-specific devices [See next issue of *SCAN/DCR*].

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- Bar coding, 1-D & 2-D symbologies
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- Wireless (RFDC & RFID)
- Magnetic stripe
- OCR products
- Voice recognition systems
- Vision systems, video scanners
- EDI
- Smart cards
- Biometrics
- Application software
- Peripherals or supplies for the above

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Stephens noted that Savi has worked in many types of applications on a global basis, and that the company has leveraged almost every AIDC technology available. Whether it's on an oil rig, in a manufacturing facility, at a sea port, or on a sealed container making its way from China to the USA, Savi has been involved in tracking and locating functions.

Reading users

Nearly everyone we speak with believes the economic recession, that was so devastating last year, has now turned the corner. That said, every company that relies on sales has to ask the question "Will my customers spend their money on our products." The RFID industry is no exception.

When asked for his opinion, Stephens told SCAN/DCR that he does believe potential users are ready to loosen their budgets for investment in RFID. But, and that's a big but, only if their investment will solve a business problem. Any purchase must offer value.

"We deal with a lot of different users from a variety of industries/applications," said Stephens. "We understand what drives them. In today's market, users realize they need to decide on what technology—or technologies—is best for meeting their requirements. It can be bar code, passive RFID, active RFID, BAP RFID, etc. They have to look at how each technology might fit into their operations. Then, they have to decide how they will manage data they capture, so they can make it work for them.

"That's the great thing about our platform, it manages all types of AIDC data," Stephens continued. "Just like multi-tech readers, our offering is an enabler. It enables customers to capture, manage, and deliver data to whatever system they have in place. Our goal is to make adoption a painless process. We want to reduce integration disruption and reduce the number of disparate systems needed to accomplish a given task. We're not asking users to replace the systems they have; we can provide information directly to their ERP system. Our system can relay information to wherever the user wants it."

Meeting the challenge

Both Stephens and Sweeney emphasized that many of their existing clients in aerospace, defense, and healthcare have asked for a unified active-passive RFID software platform for multiple uses, ranging from tool tracking to work-in-process.

The Savi-ODIN offering will combine Savi's active RFID SmartChain® software suite and ODIN's

EasyEdge™ for passive RFID devices to automate the collection of passive and active RFID data onto a single platform. Unlike other componentized solutions requiring complex hardware and software integration, the SmartChain suite will be available with seamless modules that significantly reduce the time, effort and costs of implementing and utilizing software powered with real-time RFID information.

Further, SmartChain will be able to better track and manage IT assets and medical supplies, as well as help improve the performance of complex pick-and-pack and kitting functions. At the same time, SmartChain will function as a system of record that provides status alerts and detailed reports on passive RFID-tagged items such as laptops, medical equipment, and kits consisting of manufactured parts. Automating the management of these assets with the Savi-ODIN module will help reduce asset shrinkage, as well as costs associated with manual tracking of assets.

What is kitting?

Kitting is the process of placing a number of items in some type of suitcase or carry container. One example might be the kit that medical suppliers carry. Their suitcase is loaded with a variety of medical items. When they return from sales calls, they can use RFID to determine what items have been used and need replaced.

In factories, employees often use kits that contain all the tools and items they need for the job they are working on. If they go to use a kit and something is missing, they can go back to the last person that had the kit and ask if he/she has the missing item.

Quick and easy

Stephens contends that the new Savi-ODIN platform "can provide ROI quickly and easily." Customers, who may not have the capital to install a complete RFID system, also have the option of using Savi's network and hardware to track items. Payment is usually on a transaction basis.

"We offer a very scalable system," said Stephens. "We want everyone to be able to adopt if they want to."

Poised for growth

Once again, like many of his peers, Stephens is extremely excited about the future of RFID and is predicting 2010 will be a great year. "There are so many emerging applications," said Stephens. "Lot management, munitions control... Due to wireless technology, we now have the ability to capture and manage information on the fly. This is all contributing to a giant step forward for Savi and the RFID industry in general. We can bring business

value to the overall enterprise.”

Closing

“With ODIN’s depth of experience with passive RFID and Savi’s two decades of experience with active RFID, together we can bring the best of both worlds to improve the visibility of all kinds of supply chain assets and to enhance asset management performance,” Stephens closed. This is a giant step toward realizing the vision that most every object can be tracked wirelessly in the near future.”

For more information: **ODIN Technologies**, Ashburn, VA, PH (703) 968-0000, Email: bret@odintechnologies.com, Web site: www.ODINtechnologies.com; **Savi Technology**, Mountain View, CA, PH (650) 316-4872, Email: mnelson@savi.com, Web site: www.savi.com. **SCAN**

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chain, manufacturing and assembly domains.

OATSystems GM Prasad Putta told *SCAN/DCR*, “Two and a half years ago, Airbus decided to adopt a standard RFID platform that would allow the global jet supplier to integrate RFID into its Auto-ID systems. The company wanted to make sure that the platform it used would allow increased adoption of RFID throughout its entire enterprise-wide system. This means everything—including RFID and other AIDC technologies, such as 1D and 2D bar codes—had to co-exist in one software platform. Airbus didn’t want to make major software changes every time it decided to use RFID in some new part of its business.

“I think this is a milestone for our industry, and it says a lot about where things are headed,” Putta continued. “First, it tells the rest of the world that here is a giant manufacturer that has used RFID and found that it has true benefits and ROI. It also shows that because of this confidence in the technology, users are beginning to make enterprise adoption decisions upfront. They’re spending extra time before the purchasing decision and integration to make sure the system they adopt allows for growth. It’s important to note that it’s not just the ability to adopt RFID...it’s the ability to adopt many different forms of RFID—passive, active, enhanced performance (EH), etc. The ideal system will probably incorporate many technologies working together in harmony.”

The platform is the key

As we said above, the Airbus announcement says a lot about RFID and its current status, with respect to

adoption. We believe it shows that the technology is quickly maturing. The industry is past the ‘curiosity’ stage. As with many emerging technologies, a lot of the early interest in RFID was in the fact that it could do so many new and exciting things. In some cases, it was even hyped to the point where the general public thought it could do more than it actually can. But, we’re past all that.

“Spec 2000 addresses the field aspects of tracking systems and what type of data is carried via an AIDC technology. We address the internal aspects—the platform. But, the real point is that the aerospace industry realizes the value of standardization and in using multiple technologies to streamline tracking of the thousands of components that go into a jet airplane.”

**Prasad Putta, GM, OATSystems,
a division of Checkpoint Systems.**

Today’s users/potential users are more interested in how RFID can improve their tracking systems, increase efficiencies, and solve problems in areas where bar codes weren’t adequate. They’re not looking at RFID as a bar code replacement; they’re looking at RFID as an enhancement to their existing systems.

When they decide to adopt RFID, it’s not as a test. Users are saying; “Let’s get going with this technology now. And, make sure we have the ability to use it elsewhere in our organizations over the next three to five years. We want to be ready when the time comes.” That’s why the initial platform they adopt is so crucial.

The many offerings of OATSystems

Putta told us that OATSystems offers systems for more than 40 different uses. Examples include shipping and receiving, quality control, inspection, etc. “We want to enable our customers to adopt RFID in bite-size chunks,” Putta explained. “OATSystems has been involved in RFID for 10 years. We have the ability to truly show adopters how to get the most value for their investments. Airbus sees this value.”

For those of our readers who may not know about OATSystems, the company helped pioneer RFID technology. It is responsible for many of the industry’s largest deployments with respect to scale and scope.

OATSystems' multinational client base consists of over 100 customers in retail, consumer packaged goods, consumer electronics, manufacturing, life sciences, aerospace and defense. In addition to its headquarters in Waltham, MA, the company has a development office in Bangalore, India and various direct sales offices and resellers around the globe.

Collaboration

Over the years, *SCAN/DCR* has written about Airbus and **Boeing**—particularly about how the two giant competitors have put aside their differences to come up with standard tracking technology for their industry's common component suppliers. Spec 2000 is one example of their combined efforts.

Created by the airline industry to revolutionize the multi-billion dollar aviation parts business, Spec 2000 is a comprehensive set of e-business specifications, products, and services that are designed to overcome challenges that have plagued the industry's supply chain for decades.

By streamlining business processes and reducing administrative costs, Spec 2000 has grown to become the backbone of the aviation industry's current e-business processes. As a result, the industry has attributed significant operational efficiencies and cost savings to the Spec 2000 system. As more trading partners embrace it, the system becomes increasingly more efficient and effective.

Administered by the **Air Transport Association (ATA)**, Spec 2000 is the product of 12 international industry associations representing airlines, manufacturers, suppliers, and repair agencies. The primary goal is to provide cost-effective, state-of-the-art methods for information exchange that are usable by the widest possible population of companies. Today the system includes four types of information exchange:

- 1.) ATA Aviation Marketplace
- 2.) E-Commerce Standards
- 3.) File Standards
- 4.) Bar Coding Standards

Collectively, these four components comprise the Spec 2000 e-business system. The system is specifically tailored to the airline industry's needs for procurement and repair transactions for aircraft maintenance, and is recognized as the industry standard by a long list of participants worldwide.

"Spec 2000 addresses the field aspects of tracking systems and what type of data is carried via an AIDC technology," said Putta. "We address the internal aspects—the platform. But, the real point is that the aerospace industry realizes the value of

standardization and in using multiple technologies to streamline tracking of the thousands of components that go into a jet airplane."

More on maturity

"In the past three to four years, RFID technology has significantly improved," Putta told us, "and the industry has definitely matured. Users have become much smarter and more curious, with respect to understanding RFID. They want to know how much it will cost to adopt. What will RFID do to improve my business processes? What problems does it solve? What technologies would be best for each application—Wi-Fi, passive, active, BAP, bar codes?"

"We've seen a lot of starts and stops in RFID adoption," Putta continued. "We should find comfort in the fact that the Airbus application is moving forward."

Closing

"We are extremely pleased that our software and professional services proved their value so demonstrably over these past two years," said Putta. "We look forward to our continued partnership with Airbus and supporting it in its pioneering value chain visibility and Auto-ID program."

For more information: **OATSystems**, a division of **Checkpoint Systems**, Thorofare, NJ, PH (800) 257-5540, Email: Jennifer.Henry@checkpt.com, Web site: www.oatsystems.com. **SCAN**

Datamax-O'Neil Launches New Web Site

In the past 12-18 months, **Datamax-O'Neil**, a **Dover** company, has been steadily advancing toward its goal for increased global growth. And, according to the company's VP of Marketing, Plamen Petkov, the launch of a new Web site is a milestone in Datamax-O'Neil's branding and unified marketing strategy.



Plamen Petkov, VP of marketing, Datamax-O'Neil.

In our conversation with Petkov, we quickly became impressed with the company's Web strategy. Datamax-O'Neil has been working on the Web project for over a year, and the results are a site that is full of useful content for its users and

reseller partners. The Web site provides specifications, features, and benefits; options and accessories; and software for each printer, as well as a list of the supplies that are best suited for the printer. A list of the ideal solutions and applications for each printer makes it easier for customers to find the right printer for their requirements. The Knowledge Library brings added value by offering all the latest case studies, videos, white papers and newsletters to help customers make the most of their Datamax-O'Neil investment.

In addition, a "Service and Support" section offers partners the ability to download drivers, user's manuals, and other technical resources. A comprehensive "Supplies" section provides in-depth information on the most appropriate supplies for each printer and application. An e-commerce capability will allow customers to conveniently and quickly purchase supplies on-line.

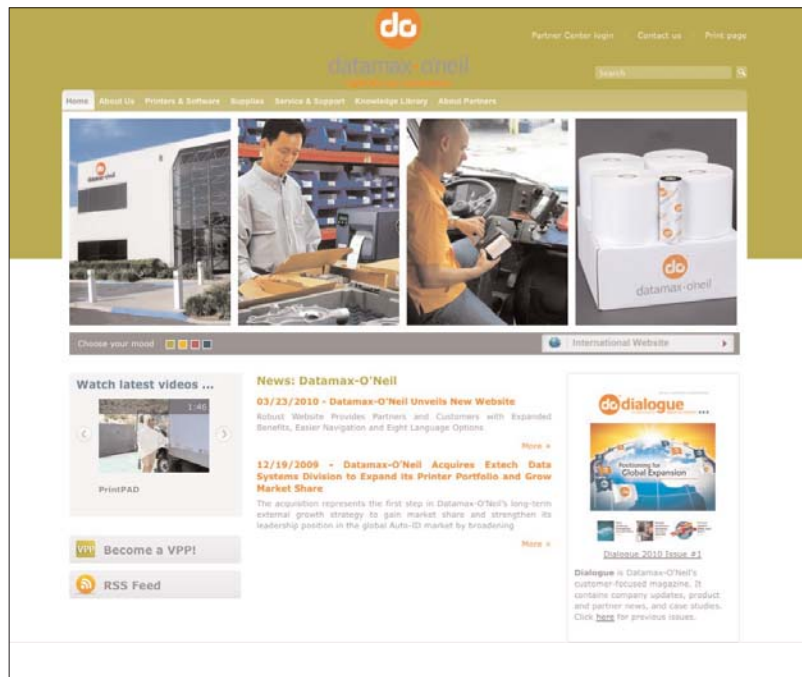
Of course, many AIDC vendors have Web offerings similar to what we have described, so far. It's the second stage of the rollout that is perhaps the most impressive part of the story—at least from an innovative standpoint.

Petkov told *SCAN/DCR* that, in the coming months, plans are in place to create localized sites for the company's worldwide channel. "Our goal is to make it easier for our global partners to do business with us," said Petkov. "We are going to give our partners in each geographic region the information they need... information specific to their markets. Users will be able to access our content in eight languages: English, French, German, Italian, Spanish, Portuguese, Russian, and Chinese.

"We are also going to hire Web personnel for each region. These employees will make sure that the regional parts of our sites include the information needed to help our partners succeed in their markets. Everything should be in place within the next three months. We are totally committed to our channel."

Petkov noted that there will be some lead generation from the e-commerce portion of the site. He added that Datamax-O'Neil's policy is to avoid competing with its channel.

"From the onset, our goal was to create a website



that provides true value to our customers around the world," said Petkov. "We've designed an intuitive Web site that's easy to navigate and contains resources that allow our customers to more effectively adopt our printing solutions.

"I should add that these changes to our site do not complete the project," he continued. "Our work on the site will be an ongoing endeavor. We want our site to be truly cutting edge—a real connection with our worldwide partners."

For more information: **Datamax-O'Neil**, Orlando, FL, PH (407) 523-5562, FX (407) 523-5668, Email: cglisson@datamax-oneil.com, Web site: www.datamax-oneil.com. **SCAN**

Sato's Gary Krause Says Stick To Entrepreneurial Instincts

It had been a while since we checked in with **Sato America** VP of Marketing Gary Krause, so we decided to set up a time to chat. What we heard was a real strong message: "Stay tough, fight to survive, and hang on to your entrepreneurial spirit."

Krause's words came after a recession that certainly took its toll on the entire world. "I talk to between 100 and 200 partners per week," Krause confided. "Believe me when I say it that many resellers barely survived 2009. The only way to deal

with times like we saw last year is to stay positive—stay vigilant. And remember, profit isn't a bad word. I think some members of our industry and its resellers were almost afraid to look for profits last year. They thought they had to cut prices or die."

Continuing, Krause told us that, when he came to Sato, he wanted to create a different look for the company. "Instead of just pushing info on our channel, I wanted to set up a scenario where they could pull information from us," Krause explained. "In some cases, such as Fortune 1,000 companies, we do direct sales, but our overall philosophy is to help our partners sell 'solutions.' We totally support our channel and want to help them close deals whenever possible."

New CG Series A First For Sato

In early March, Sato announced the release of its new CG series of compact, multi-purpose desktop printers. Krause called this line "Sato's first entry into this product space."



Gary Krause, VP of marketing, Sato America.

Sato says the CG series is ideal for on-demand, low to mid-range volume label, or wristband printing applications. Key applications include retail, transportation and logistics, manufacturing, office administration, education and libraries, hospitality, travel and leisure, healthcare, and others.

"This line of printers is ideal for any application in the life sciences sector," said Krause. "With its anti-microbial casing, it can operate in the most stringent hospital environment. We can even print wristbands for infants in the I.C.U. or neonatal care wards."

Continuing, Krause told *SCAN/DCR*, "This new line offers a low-cost entry point for desktop printing and can emulate four of its chief competitors. Every printer has embedded Sato language, but they can also receive a different data stream and still print."

The CG Series are available in 203 dots per inch (dpi) and 305 print resolutions and feature the latest in on-board linear and 2D bar code symbologies, including the latest **GS1** DataBar. The flexible connectivity of LAN and USB, Serial or IEEE 1284 Parallel Port enables the CG Series to deliver advanced technology at affordable prices.

The company further states that the new line is easy to use and maintain by even the novice user. The CG Series printers are light weight, yet durable,

designed for simple media loading, and to conserve critical counter/desktop space.

"Many companies using HIS (health information services) technology have deeply embedded codes. In some cases, it can cost up to \$100,000 to switch to a different printer. The emulation feature in our CG series can solve this. We can take this printer into any environment and it will work just fine. We also offer HIPAA-compliant consumables with a variety of colors and clips."

New printer management

Later in March, Sato announced its new All-In-One printer management utility that enables users to seamlessly configure all of their SATO products across their system-wide infrastructure.

The SATO All-In-One tool is designed to provide an easy way to configure SATO printers based on the user's requirements and access local, or networked SATO printers regardless of how the SATO printers are connected (parallel, serial, USB, Ethernet, or wireless). This one-stop configuration tool simply requires that any Windows PC be connected to the user's network or any standalone Windows PC environment.

"This is really a great tool that enables users to manage their Sato printers either onsite or via the Web," said Krause. "It's good for Sato, and good for our users."

New slogan

Krause told us that the company's new marketing slogan for this year is: No surprises, just solutions. "Some companies rush to market with products and then end up six months later with problems on their hands," said Krause. "We have our customers test our products for up to 18 months ahead of our launch. We want to make it right the first time. Just seems to make sense."

For more information: **Sato America**, Charlotte, NC, PH (704) 644-1650, Email: nikki.aurin@satoamerica.com, Web site: www.satoamerica.com. **SCAN**

MOTOROLA TOPS INDUSTRY WITH PASSIVE UHF HANDHELD DEVICES

Motorola EMS has been named the leading manufacturer of passive UHF handheld RFID readers by **ABI Research**. According to the ABI Vendor Matrix, solid performance, brand recognition and customer support differentiate Motorola from other RFID vendors and account for the company securing the top spot for innovation and implementation. **SCAN**

TECHNOLOGY AND STANDARDS

by Steve Halliday

TRADE SHOWS

I am writing this article from the floor of **RFID Journal Live!** in Orlando, FL. Another trade show, and another question about the viability of trade shows in our industry.

So, was it worthwhile attending the show? I cannot answer from the perspective of the conference, though I heard several people talking about particular sessions and how good they were. But those comments were from only a few of the many sessions that took place...thus, I am reluctant to make a sweeping comment based on a small sample.

The show itself was smaller than last year. There were some last minute changes in the floor layout—I believe as companies that had booked space did not attend. I am sure the loss of those companies meant a decrease in the value of the show to some, but overall the show was well done and a success from the people that I talked to.

The show floor was open on two days (plus the evening before) and for someone like me with an agenda, this is barely enough time to get round the appointments I had made. However, the size of the show meant that the casual observer had no problems walking the floor in a few hours, and so had plenty of time to stop in and chat with the

various exhibitors.

Attendance seemed to be good, with a number of 2,500 people being rumored around the hall. Of course that number could include booth staff etc., so it may be misleading. The floor “felt” very busy on the first day at lunchtime (lunch was in the exhibit hall).



Steve Halliday,
president, High
Tech Aid.

What does this mean for trade shows as a whole? I'd say that, overall, it was positive. It seems like people are starting to show up at trade shows again. This is great news for the industry and bodes well for the new **AIM** show and conference that will be held in November this year. This will be the first horizontal meeting since the demise of **Scan-Tech** and **ID Expo**. If you haven't signed up, visit the AIM Web page and get the details.

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