

Color Business Report

Color, Computers, and Reprographics

January 2006

Volume 16 Number 1

Konica Minolta's Printing Solutions Group Adds a Color MFD

On January 4, 2006, **Konica Minolta Printing Solutions USA** (Mobile, AL) introduced the **magicolor 2480 MF**, a single-engine MFD that prints and copies color documents at 5 ppm. Black-and-white speed is 20 ppm. As the model number implies, the **magicolor 2480 MF** uses the **magicolor 2400** print engine. Other Konica Minolta products using that engine include the **magicolor 2400W**, **magicolor 2430 DL**, and **magicolor 2450**. The **magicolor 2480 MFD's** base price is \$699. The **magicolor 2480 MF**, the **Printer Solution Group's** first color MFD, joins two monochrome MFDs in the company's line. Of course, Konica Minolta offers a broad range of workgroup color MFDs—the **bizhub** line—through its **Konica Minolta Business Systems** line. At this point, the lines of the two business units and the channels they use are pretty clearly delineated. At \$699, the **magicolor 2480 MF** is a retail product.

Auto-install

Konica Minolta has simplified driver installation with auto-install software that automatically recognizes the computer platform and operating system, and guides the user through the installation, step by step. The unit is delivered with 1500-page (starter-weight) toner cartridges already installed. The unit uses Konica Minolta's Simitri chemically grown toner.

With ScanSoft's PaperPort, **magicolor 2480 MF**

customers can scan documents as PDF, JPEG, TIFF, or convert scanned documents into text with ICR. A single user license is included. Optional 5-user and 10-user ScanSoft PaperPort licenses will be available. Customers can "drag-and-drop" PaperPort files to Ricoh's FaxTalk Communicator software for transmission. The fax software also offers PC-based speakerphone and answering machine capabilities.

The MFD can print photos direct from PictBridge cameras.

No Channel Conflict

Konica Minolta Printing Solutions has long been an industry price leader. Does adding color to the *Printing Solutions* MFD line set the stage for future conflict with the *Business Solutions* group that sells copier-based MFDs mostly through a network of third-party dealers? We would have to see a lot of downward price pressure on the copier-based products for there to be a problem, because, for now, the product lines have a pretty wide performance gulf between them.

Konica Minolta's web page shows business products in two of the six product line sections. Under "Business Solutions," one will find color printers, monochrome printers, and color and monochrome MFDs, mostly copier-based products with either a

(continued on page 2)

Highlights in *Color Business Report* (see page 2 for contents):

Konica Minolta Adds Low-end Color MFD Konica Minolta's Printing Solutions group has introduced its first color MFD, but the machine's lower price and performance prevent conflict with Business Solutions' copier-based MFDs 1

Canon USA freshens up its line with a new version of its 16-ppm (color) one-engine color MFDs. The company also adds a low-end ink jet PIXMA all-in-one 3

Photos From Deskjets HP calls them Deskjets, but the new Deskjet 6940 and 6980 come with HP's Photosmart Premiere software, which, when combined with an optional photo cartridge for six-color printing, should give customers great-looking photos 5

Brother: T-Shirt Printer Milestone Brother says it has placed 200 of its \$20,000 GT-541 garment printers ... 6

Low-cost Ink Jet from Lexmark Lexmark has introduced the X7350, a version of the X8350 with no LCD display, and with a single PictBridge (USB) connection on the front panel, instead of an assortment of slots for removable digital camera storage 6

Two Lenses on New Kodak Kodak's EasyShare V570 has a fixed wide angle lens and a 3X zoom lens on the same camera, providing a wider range of shooting options in a still-small form factor 8

Direct-Print PDF from Peerless Peerless offers a software developer's kit for printer manufacturers to add application-free, direct-print PDF capability 8

Ads on the Water Cooler AquaCell uses an HP DesignJet 5500 to print ads that are mounted to water-cooler bottles 8

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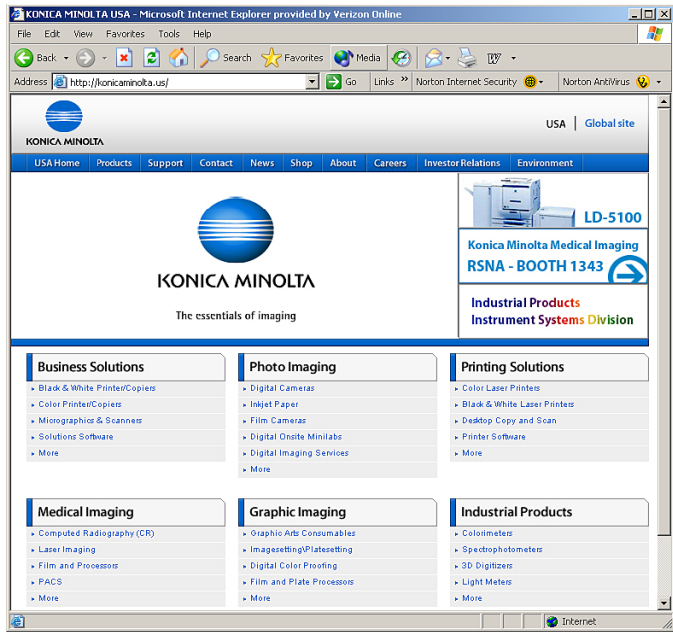
Minolta heritage or a Konica heritage. Business Solutions products are further segmented in performance classes which roughly match targeted work environments—Work Group, Departmental, and Production Print. Through its Business Solutions group, Konica Minolta offers five basic color products, from the 25-ppm printer-only C250P (\$9,995) to the 50-ppm

(color) bizhub PRO C500 (\$43,000 with controller). When web-site visitors click the “Desktop” tab within Business Solutions, the Printer Solutions web page loads, and the site visitor is “passed over” to products managed by the Mobile-AL-based printer team, products purchased at retail outlets rather than sold by dealers.p

Konica Minolta magicolor 2480 MF Specifications

Print/Copy Speed	5 ppm color 20 ppm black and white	Paper Sizes	16 lb. to 24 lb. in 500-sheet optional feeder, in automatic document feed, and in duplexer. 8 1/2" by 11", 8 1/2" by 14", A4, A5, B5, Executive, Statement, Folio, Foolscap, UK Quarto, Letter Plus, Govt. Legal, and more. Custom from 3.6" to 8.5" W by 5.8" by 14.0" H. Envelopes.
Scan Speed	Color: 2.6 ppm at 600 dpi Mono: 6 ppm at 600 dpi		ADF: 8 1/2" by 14". 500-sheet feeder: Letter, A4. Duplexer: Letter, A4, legal. Camera Direct on glossy stock from 4" by 6" to 8 1/2" by 11"
Print/Copy Resolution	Up to 2400 dpi by 600 dpi	Duty Cycle	35,000 prints/month
Scan Resolution	600 dpi, 24-bit	Size (trays open)	20.9" W by 20.9" H by 23.1" D
Processor	Oasis 108 MHz	Weight	70.4 lbs., with supplies
PDL	Host-based "GDI"	Price	\$699
Memory	96 MB, fixed		
Interface	USB 2.0, USB 1.1 for Camera Direct Photo Print		
Networking	Optional Silex SX1000U Ethernet 10/100Base TX		
Paper Handling	200 sheets multipurpose tray, optional 500-sheet lower feeder. Duplex optional. 50-sheet ADF for scan/copy		
Paper Weights	16 lb. to 24 lb. bond (60 - 90 gsm), 24 lb. to 90 lb. index (90 - 163 gsm).		

Source: Konica Minolta Printing Systems USA, Inc.



Konica Minolta's home page shows the company's diversity. Office products can be found under both "Business Solutions" and "Printing Solutions." This month's 2480 MF is the Printing Solutions group's first color MFD. Source: Konica Minolta



Canon's 16-ppm (color) iR C6870 prints black-and-white pages at 68 ppm. Source: Canon USA, Inc.

Like the earlier versions, the base iR C6870 and iR C5870 products are copiers. Customers add MFD functionality in an à la carte fashion. Two servers are available. An internal controller, Canon's L-1, will add PostScript 3 emulation and PCL 5C, for \$3,600. The L-1 server also provides web access, so that walk-up users can access and print Internet or intranet data from the front panel, without needing to go through a PC. An imagePASS-G1 server from EFI adds a 1.2 GHz Celeron processor, 256 MB of RAM, and an 80-GB hard drive, all dedicated to print processing. The imagePASS-G1 has Adobe PostScript 3 and PCL 5C, and sells for \$4,950.

Color Universal Send is standard, enabling scan-to-e-mail, scan-to-fax, scan-to-file, and scan-to-mail box. The mail box serves as on-line storage for documents to be accessed on demand. Mail box files can be merged (continued on page 4)

Printers

On January 3, 2006, Canon USA, Inc. (Lake Success, NY) introduced the iR C6870U and iR C5870U MFDs. The new machines will be replacements for the iR C6800 and iR C5900 that Canon launched in 2004. (The iR C6800 was introduced in March; the iR C5800 in October.)

Konica Minolta 2480 MF Supplies & Accessories

Color Toner (C, M or Y, 1,500 pages)	\$69
Color Toner (C, M or Y, 4,500 pages)	\$129
Black Toner (4,500 pages)	\$85
Value Pack (C, M, and Y, 4,500 pages)	\$349
Duplex Unit	\$399
Drum (45,000 black, 11,250 color)	\$149
500-sheet Feeder	\$299
One-year extension of standard (one-year) exchange warranty	\$129
Two-year warranty extension	\$239
One-year exchange post warranty(One year from date of warranty purchase)	\$159

Source: Konica Minolta Printing Systems USA, Inc.

Color Business Report

Published Monthly by Blackstone Research Associates

Editor and Publisher: Michael Zeis

Contributing Editor: Peter Engeldrum, Imcotek

Circulation Manager: Joanne Zeis

2005 Index can be found at:

<http://www.blackstoneresearch.com>

2005 Subscriptions: \$545 per year

\$595 outside North America.

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ISSN 1055-3339

Canon iR C6870U/iR C5870U Specifications

Copy/Print Speed	
iR 6870 Black (letter)	68 ppm
iR 5870 Black (letter)	58 ppm
Color (letter, statement)	16 ppm
Print/Copy Resolution	600 dpi
Scan Resolution	600 dpi
Processor	Dual processors
PDLs	Printing is optional UFR II, PCL 5C, and PostScript 3 emulation with optional Canon L1 board PCL 5C and Adobe PostScript 3 with optional imagePASS-G1
Memory	1 GB 80 GB hard drive
Networking	Ethernet with Canon L1 or ImagePASS-G1
Paper Handling (paper supply)	Trayless duplex standard Two input cassettes, 550 sheets each Two input trays, 1,500 sheets each 100-sheet manual bypass 7,700 sheets maximum with optional 3,500-sheet paper deck.
Paper Handling (ADF)	From Statement to 11" by 17" 100-sheet capacity 13 lb. to 32 lb. bond, one-sided (48.8 gsm to 120 gsm) 17 lb. to 32 lb. bond, duplex (63.8 gsm to 120 gsm)
Paper Weights	17 lb. bond to 110 lb. index in trays (63.8 gsm to 200 gsm) 17 lb. bond to 140 lb. index in bypass (63.8 to 251.3 gsm)
Paper Sizes	550-sheet cassettes: Statement to 13" by 19" 1500-sheet drawers: letter Bypass: to 13" by 19"
Duty Cycle	280,000 impressions/month
Size	26 3/4" W by 46 7/8" H by 33 1/2" D
Weight	498 lbs.
Price	iR C6870U: \$23,500 iR C5870U: \$19,100

Source: Canon USA ,Inc.

Canon iR C6870U/5870U Supplies & Accessories

Side Paper Deck-U1 (3,500 sheets)	\$2,400
Finisher-R1 (stapler, with 2,000-sheet letter-sized capacity)	\$3,000
Saddle Finisher-R2 (saddle stitcher with 2,000-sheet letter-sized capacity)	\$5,300
Puncher Unit-M1	\$850
Additional Finisher Tray	\$280
Copy Tray	\$55
Document Tray	\$58
Side Paper Deck	\$2,400
Cassette	\$150
Stamp Unit	\$55
Braille Label Kit	\$30
L1 UFR II Canon Multi-PDL kit (adds PCL 5C and PostScript 3 emulation)	\$3,600
imagePASS-G1 (External board. 1.2 G Hz Celeron M, 256 MB standard memory, 80 GB hard drive. Adds PCL 5C and Adobe PS 3.)	\$4,950
Super G2 Fax Board	\$1,000
PDF High Compression Kit	\$1,000
Universal Send PDF Enhancement Kit	\$1,000
imageRUNNER Security Kit	\$1,000
Security Expansion Board	\$300
Voice Guidance Kit	\$800
Web Access Software	\$1,000
Barcode Printing Kit	\$800
Remote Operator's Software Kit	\$300

Source: Canon USA, Inc.

with other saved files to create new documents. If the resulting document exceeds the capacity of the copier, the mail box can send the file to a LAN-user's e-mail address for off-system storage. Optionally, Color Universal Send can be enhanced to compress PDFs (\$1,000). A separate option allows customers to create text-searchable PDFs and add encryption and password protection to PDFs (\$1,000).

On January 4, 2006, **Canon USA, Inc.** (Lake Success, NY) introduced the PIXMA MP150, an ink jet all-in-one with photo-printing capability, adding an \$89 unit to a line of photo-capable all-in-ones that was overhauled almost from top to bottom in August 2005.

The MP 150 uses the same CL-41 tri-color and PG-50 black ink cartridges found in the MP 170 and MP 450. In fact, in almost every aspect, the MP 150 is the same as the MP 170, including print speed. A 4" by 6" photo prints in 55 seconds. Letter-sized color documents print as fast as 17 ppm, while monochrome speed is 22



The trade-off for the \$89 purchase price of the PIXMA MP150 is media flexibility. The new printer does not accommodate removable media.

Source: Canon USA, Inc.

ppm. The principal difference between the MP 150 and the MP 170, it appears, is that the MP 150 enables direct printing through PictBridge (USB) only, while the MP 170 has slots for a range of removable media in addition to a USB port for PictBridge cameras. Also, the copy function on the newer product, which is less expensive by \$30, does not have automatic magnification and automatic exposure.p

On January 10, 2006, **Hewlett-Packard Company** (Palo Alto, CA) introduced the Deskjet 6940 and Deskjet 6980 printers, based on the same basic hardware. The principal difference between the products is that the 6980 has a built-in 802.11b/g wireless interface. Both printers have Ethernet and USB standard. Bluetooth wireless printing from camera phones and PDAs is optional on both. The new printers replace the Deskjet 6840 and 6620 in HP's line.

The printers use the HP 95 tri-color and HP 96 black cartridges. With an optional HP 99 photo cartridge, the printers produce six-color photo prints. For black-and white photos, the printers take the HP 100 grey cartridge. (HP introduced the HP95/HP96 family of cartridges in an August 2004 mega-launch of printers and all-in-ones.)

In the spec sheet and product literature, HP mentions the photo-printing capabilities of the new Deskjets, but, as the "Deskjet" name implies, photo printing is not the primary capability. Although both support direct printing from memory cards, neither has an LCD display, and photo cartridges must be purchased separately. But HP's Adaptive Lighting and Auto Red-eye Removal image enhancement tools are among the capabilities of the HP Photosmart Premiere software delivered with the printers. And with six-color capability and a photo-grey cartridge, those who want to print photos are likely to be satisfied with image quality.

The printers feature automatic paper sensors that
(continued on page 6)

HP Deskjet 6940/6980 Product Specifications

"Fast Draft" Print Speed	Color: to 27 ppm Black and white: to 36 ppm
"Fast Normal" Speed	11 ppm (B & W)
Normal	9.6 ppm (B & W)
"Desk" mode	2.1 ppm (B & W)
4" by 6" photo	22 seconds (30 seconds borderless)
Print Resolution	Color: 4800 dpi "optimized" Black and white: 1200 dpi
Memory	32 MB, fixed
Interface	6940: USB, Ethernet, PictBridge 6980: 802.11b/gUSB, Ethernet, PictBridge
Paper Handling	150-sheet tray "dt" models have an additional 250-sheet tray and duplex.
Paper Weights	16 lb. to 24 lb. (60 to 90 gsm) Card to 110 lb. index (200 gsm) Photo paper to 130 lb. index (240 gsm)
Paper-size Range	3" by 5" to 8 1/2" by 24"
Borderless Photo Sizes	4" by 6" , 5" by 7", 8" by 10", 8 1/2" by 11", 4" by 10", 4" by 11", 4" by 12"
Duty Cycle	5,000 pages per month
Size (non-"dt" models)	17.7" W by 5.7" H by 14.5" D
Size ("dt" models)	17.7" W by 8" H by 17.2" D
Weight (non-"dt")	6940: 13.2 lbs. 6980: 14.04 lbs.
Weight ("dt" models)	6940dt: 19.5 lbs. 6980dt: 19.5 lbs.
Price	Deskjet 6940: \$129 Deskjet 6940dt: \$179 Deskjet 6980: \$149 Deskjet 6980dt: \$199

Source: Hewlett-Packard Company

HP Deskjet 6940/6980 Supplies & Accessories

HP 95 Tri-color, 7 ml	\$24.99
HP 96 Black, 21 ml	\$29.99
HP 97 Tri-color, 14 ml	\$34.99
HP 99 Photo, 13 ml	\$24.99
HP100 Gray, 15 ml	\$24.99
ph5712 duplex	\$79.99
pt3447 250-sheet tray	\$79.99
bt450 Bluetooth Wireless & PC Adapter	\$59.99

Source: shopping.hp.com



Ethernet is standard on HP's new Deskjet 6940 and 6980; photo printing is optional.

Source: Hewlett-Packard Company

detect paper type and automatically select appropriate print settings. The printers can take sheets up to 8 1/2" by 24", although at this point, HP does not offer paper that size.p

On January 5, 2005, **Brother International Corporation** (Bridgewater, NJ) introduced the MFC-820cw, an ink jet all-in-one. The new unit has a 2.5" LCD, a first for Brother, and a built-in 802.11b/g wireless interface. In addition to displaying previews when printing from direct-attached cameras or memory cards, the LCD screen presents a set of menus that extend customer choices when printing direct from memory cards. Incoming faxes can be previewed on the LCD, as well. The new device prints color pages as fast as 15 ppm. Monochrome print speed is as fast as 20 ppm. Brother would not provide speeds for printing non-draft documents or photographs.

An Ethernet interface is standard, so customers can scan a document to any network-connected computer. In addition, the network connection enables fax reception and transmission for connected computers, using Brother software. Network computers can also access images stored on media cards that are plugged into the MFC-820cw.

Like the MFC-640cw introduced in October 2005, the MFC-820cw uses four LC41 ink tanks, and has a permanent piezo-driven print head. From Staples.com, pigmented black ink costs \$21.99, and dye-based colors are \$11.99 each (C, M, or Y).

Print resolution is 6000 by 1200 dpi. The input tray holds 200 sheets. An automatic document feed holds 10 sheets. Optical resolution on the scanner is 600 by 2400 dpi. The scanner can scan directly to memory cards.

The MFC-820cw will sell for \$249 when it ships in February 2006.

On November 21, 2005, Brother's **Industrial Products Division** announced that it has delivered its 200th GT-541 ink jet garment printer. Brother introduced the T-shirt printer in February 2005, and was scheduled to begin shipments in July 2005. The GT-541 uses pigment-based ink, and prints 600-dpi images on 100% cotton or 50%/50% cotton/polyester fabric. Ink is cured with a standard heat press. The unit sells for about \$20,000.p

On January 4, 2006, **Lexmark International, Inc.** (Lexington, KY) introduced the X7350 Office All-in One printer. The printer's cabinet has the same dimensions as the cabinet on the X8350 introduced in November 2005. The main difference is that the X7350 has a single PictBridge-compatible USB port on the front in place of the array of removable media slots found on the X8350. Also, the X7350 has an LED text display, while the X8730 has a 2.4" color LDC. Print, copy, and scan functions of the X7350 are identical to the X8350. Color pages print at speeds up to 19 ppm. Black-and-white printing speed is 25 ppm. Copy speeds are 16 copies per minute for color, 24 cpm for black-and-white. A 4" by 6" photo prints in 38 seconds. Resolution is 1200 dpi by 4800 dpi. The unit uses Lexmark #31, #32, #33, #34 and #35 cartridges. (The #31 is a photo cartridge, and the #34 and #35 are high-yield black and color cartridges.) The X7350 will sell for \$139, or \$60 less than the X8370, when it is available in February 2006.p

On November 17, 2005, **Dell Inc.** (Round Rock, TX) introduced the Dell Photo AIO Printer 964, a two-



Lexmark hits a \$139 price point on the X7350 AIO by delivering a text display instead of an LCD preview screen.

Source: Lexmark International, Inc.

cartridge ink jet all-in-one with 4800 by 1200 dpi resolution. The 964 becomes a six-color printer if one swaps the black cartridge for an optional tri-color photo cartridge. Printing speed can be as fast as 20 ppm for color pages, 26 ppm for monochrome.

The 964 has standalone fax capability. Dell did not provide optical scan specs. Copy and scan functions are supported by a 50-sheet automatic document feeder. The input tray holds 100 sheets.

The 964 has a 2.4" LCD for photo preview. The unit reads Compact Flash I and II, Microdrive, MultiMedia Cards, Secure Digital, Memory Stick, Smart Media, XD, and USB Memory Key removable cards. The computer is connected through the USB port. Customers can purchase an optional wireless network interface for \$99. A high-capacity black ink cartridge costs \$25.99. A three-color high-capacity color cartridge sells for \$30.99. The photo cartridge sells for \$25.99. Standard-capacity black and tri-color cartridges are available, too, for \$20.99 and 22.99.

The list price on the 964 is \$199, but has Dell got a deal for you! The day we visited Dell's web site, Dell was running a "dollars-off" program on nine printers and all-in-ones, including the new 964, which could be purchased for \$169. Just like a car dealer, Dell offers several packages that bump up the level of the average transaction, though. For \$266, Dell will add a color cartridge, a photo cartridge, 30 pages of letter-sized photo paper, a 10' USB cable and a one-year warranty extension.

On January 11, 2006, **Panasonic Digital Document Company** (Secaucus, NJ) announced that its C3 series of color MFDs—the DP-C322 and DP-C262—can be used in IBM AS/400 environments using the V5R1 operating system or a newer AS/400 operating system. In addition to the color MFDs, 13 of Panasonic's monochrome MFDs work in the AS/400 environment. From IBM, customers can download a Workstation

Customization Object that allows direct host printing, so additional hardware and software are not required.

Calibration & Color Management

On January 11, 2006, **Datacolor** (Lawrenceville, NJ) introduced ColorVision Spyder2 Express, a monitor calibrator that will sell for \$99. The colorimeter included in the Express package is the same one used in ColorVision's Spyder2 offering (\$169) and the Spyder2 PRO (\$269), so Spyder2 Express customers will be able to upgrade to more capable software when they need to. The new offering replaces ColorPlus, which had been the entry-level ColorVision product. Spyder2 Express works on either Macs or PCs; ColorPlus was a PC-only package.



Since the colorimeter delivered with ColorVision Spyder2 Express is the same one used in the Spyder2 and Spyder2 PRO offerings, customers can upgrade more easily.

Source: Datacolor

Industry Notes	Date	Comments
Adobe acquires FineLine from Navisware	1/9/2006	Adobe has acquired the FineLine Digital Rights Management Division of Navisware to enhance outside-the-firewall document security, through Adobe LifeCycle Policy Server.
Flint Group established as holding company	1/9/2006	The company formed by last year's merger of Flint Ink and XSYS Print Solutions will be called Flint Group. The company provides ink for most printing processes, polymer printing plates, digital inks, and raw materials for ink and non-ink products.
Captaris to develop Canon-MEAP applications	12/19/2005	Captaris will develop a MEAP client that will facilitate links between Canon image RUNNER MFDs and Captaris RightFax fax and document delivery software.
ImageXpres to merge with New Wave Telecom	12/16/2005	ImageXpres has acquired IT services company PRG Systems. In addition, ImageXpres expects to merge with VoIP-PBX-services-provider New Wave Telecom in the first quarter of 2006.

Scanners and Image Capture

Fuji, HP Kodak, and Pentax announced new consumer-grade digital cameras at the Consumer Electronics Show (International CES, Las Vegas, NV, January 5 – January 8, 2006). Kodak's industrial designers have taken on the challenge of offering a broader range of image magnifications while still respecting the need for shirt-pocket convenience. Their answer: two lenses in the EasyShare V570. Over the years, several film cameras sported multiple lenses, often for special purposes such as 3D, but the V570, which sells for \$399, is the first digital camera with a two-lens set-up.



Digital Cameras Introduced at CES

Brand/Model	Price	Megapixels	Comments
Fujifilm FinePix A500	\$179	5.1	3X optical zoom. 1.8" LCD. 16 MB internal memory, xD-Picture Card slot. Available February 2006.
Fujifilm FinePix A400	\$149	4.1	3X optical zoom. 1.8" LCD. 16 MB internal memory, xD-Picture Card slot. Available February 2006.
Fujifilm FinePix V10	\$349	5.1	3.4X optical zoom. 3" LCD. Storage on 16-MB xD-Picture Card included. 3.3" by 2.5" by 0.9", 6.2 oz w/batteries. Available March 2006.
Fujifilm FinePix F470	\$279	6.0	3X optical zoom. 2.5" LCD. 16 MB internal memory, xD-Picture Card slot. Small camera: 3.6" by 2.3" by 0.8", 5 oz. w/ batteries. Available March 2006.
HP Photosmart E327	\$119	5.0	Point-and-shoot fixed-focus digital camera with 4X digital zoom. 16 MB internal memory. 1.8" display. Available March 2006.
HP Photosmart R927	\$399	8.2	3X optical zoom. 32 MB internal memory. 3" LCD with 170-degree viewing angle. In-camera red-eye removal, in-camera borders and effects, bracket with adaptive lighting (off, high, and low). In-camera panorama stitching. Photosmart Express for image sharing on download. Standard recharging dock included. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available March 2006.

(continued next page)

Controllers/Servers

On January 4, 2006, **Peerless Systems Corporation** (El Segundo, CA) announced the Direct2PDFFT software development kit for manufacturers of MFDs and printers. The new development tool helps manufacturers add direct PDF printing capability, relieving their customers of the burden of using Acrobat to open PDF files that are to be printed. With Direct2PDFFT, manufacturers can enable capabilities such as batch printing, drag-and-drop

printing, and customizable hot folders. Peerless reports that a manufacturer is already developing products with the aid of Direct2PDFFT.

Demand Printing

Ads on the Water Cooler

If this idea catches on, the water-bottle juggling event in the Office Olympics will be no more. **AquaCell Technologies, Inc.** (Rancho Cucamonga, CA) has invented a way to attach the water bottle to the water

Distribution Notes

	Date	Comments
Datacolor/Pantone	1/5/2006	Datacolor has terminated its co-marketing agreement with Pantone. Pantone had participated in the launch and marketing of ColorPlus in March 2004 and Spyder2 in September 2004.
Danka/Kodak	12/21/2005	Danka's long-standing sales alliance with Kodak has been extended. Danka is to sell DIGIMASTER and NexPress printers with the support of Danka's Systems Specialists and Production Print Sales Specialists.

Digital Cameras Introduced at CES (continued)

Brand/Model	Price	Megapixels	Comments
HP Photosmart R727	NA	6.2	3X optical zoom. 2.5" LCD. In-camera red-eye removal, in-camera borders and effects. In-camera panorama stitching. Photosmart Express for image sharing on download. Standard recharging dock included. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.
HP Photosmart R725	NA	6.2	3X optical zoom. 2" LCD. In-camera red-eye removal, in-camera borders and effects. In-camera panorama stitching. Photosmart Express for image sharing on download. Standard recharging dock included. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.
HP Photosmart M425	NA	5.0	3X optical zoom. 1.7" LCD. 16 MB internal memory, SD card optional. "Fast-shot" mode reduced lag. In-camera red-eye removal, in-camera borders and effects. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.
HP Photosmart M525	NA	6.0	3X optical zoom. 1.7" LCD. 16 MB internal memory, SD card optional. "Fast-shot" mode reduced lag. In-camera red-eye removal, in-camera borders and effects. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.
HP Photosmart M527	NA	6.0	3X optical zoom. 2.0" LCD. 16 MB internal memory, SD card optional. "Fast-shot" mode reduced lag. In-camera red-eye removal, in-camera borders and effects. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.
Kodak EasyShare V570	\$399	5.0	Dual-lens camera: 23 mm plus 39 to 117 mm, for 5X optical zoom "range." 2.5" LCD. 32 MB internal memory, plus SD slot. In-camera three-shot panorama stitching (the 23 mm lens covers 180 degrees with three shots). Automatic distortion correction on 23 mm lens, can be turned off. Photo Frame 2 dock. 4" by 2" by 0.8", 4.5 oz. w/o batteries.
Pentax Optio A10	\$350	8.0	3X optical zoom. 2.5" LCD. 24 MB internal memory, SD slot. Shake-reduction image stabilization. Available February 2006.
Pentax Optio E10	\$200	6.0	3X optical zoom. 2.4" LCD. 10 MB internal memory, SD slot. Available February 2006.

cooler permanently. In my innocence, I wondered if AquaCell was going to replace the whole cooler unit when the water runs out. Well, click and learn. The water bottle is self-filling. "Purific automatically refills the permanently attached five-gallon bottle with freshly filtered water every time water is dispensed," the web site says. In other words, the unit is connected to the town water supply. (For those who are counting, the truck-delivered five-gallon water bottle that one must open and flip upside down into the throat of a conventional water cooler weighs over 40 lbs. Office Olympics medal winners may tell us that strength, agility, and confidence are factors for success. We conducted a cursory search, and learned that if office trouble-makers are really tossing around 40-pound water bottles, they haven't posted their exploits on the web. However, we documented that getting on your knees and drinking directly from the water-cooler faucet, when properly witnessed, is a three-point event.)

The connection to our industry is oblique, but here it is: AquaCell has made a product that is very different

at its core, but looks the same as the product it is to replace. With the little paper cup, and the bubbles, and the hot-water faucet for tea, the only thing AquaCell hasn't got is the delivery truck. And AquaCell's water cooler welcomes the thirsty in a way that a faucet over a sink does not. In 1995, with the Phaser 340 solid ink jet printer, Tektronix mimicked the shape of other printer products used in offices. The company produced ink jet printers at a time when ink jet printers were known to produce low-quality prints, print slowly, have a reputation of being expensive to operate, and not be considered by many as serious office tools. Tektronix put its technology in a box that looked just like a laser printer cabinet. The very name of the product sounds sort of "laser-ish." (The Phaser 340 dispensed with the "shuttle" print head and deposited its image on a drum. In that respect, the product is a page printer just as laser printers are page printers.) Customers made the association. Respondents to our end-user surveys called their Phaser ink jet printer "laser printers." To clarify

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responses in cases where the model was not known, we had to ask respondents what kind of supplies they used in their printers. Having a familiar form factor provides a level of comfort. Product nomenclature helps, too. Indigo named the toner used in its ePrint short-run printer "ElectroInk" (1993). We have interviewed Indigo users who refuse to accept that their printers use toner. The gummy consistency of the contents of the toner tube, the nature of the paper feed, and the controls on the product itself gave the ePrint a press-like feel that was very important in persuading the conservative printing industry to use digital printers.

Back to AquaCell. There is another connection to the imaging industry: AquaCell has figured out how to use the water cooler as an advertising medium. Early placements have been in big-chain retailers. The Rite Aid and Duane Reade drug-store chains and the Winn Dixie grocery store chain have signed up. Hair salons and law offices are being targeted, as well. Unilever, the giant manufacturer of food, home-care, and personal-care products and broadcaster CBS are current advertisers. Unilever is promoting Dove Cool Moisture soap and lotion. (I think it's soap. The Unilever web site calls it a "beauty bar.") CBS promoted its "Out of Practice" TV show initially, and now is promoting "Courting Alex." The advertisements themselves are printed by Identagraphix, Inc. (Walnut, CA), using an HP DesignJet 5500, and "wrapped" around the plastic bottle. p



CBS advertises on water coolers manufactured and placed by AquaCell. This one is in a drug store.

Source: AquaCell Technologies

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Digital Cameras Introduced at CES

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Fujifilm FinePix A500

\$179
5.1
3X optical zoom. 1.8" LCD. 16 MB internal memory, xD-Picture Card slot. Available February 2006.

Jan
8

Fujifilm FinePix A400

\$149
4.1
3X optical zoom. 1.8" LCD. 16 MB internal memory, xD-Picture Card slot. Available February 2006.

Jan
8

Fujifilm FinePix V10

\$349
5.1
3.4X optical zoom. 3" LCD. Storage on 16-MB xD-Picture Card included. 3.3" by 2.5" by 0.9", 6.2 oz w/batteries. Available March 2006.

Jan
8

Fujifilm FinePix F470

\$279
6.0
3X optical zoom. 2.5" LCD. 16 MB internal memory, xD-Picture Card slot. Small camera: 3.6" by 2.3" by 0.8", 5 oz. w/batteries. Available March 2006.

Jan
8

HP Photosmart E327

\$119
5.0
Point-and-shoot fixed-focus digital camera with 4X digital zoom. 16 MB internal memory. 1.8" display. Available March 2006.

Jan
8

HP Photosmart R927

\$399
8.2
3X optical zoom. 32 MB internal memory. 3" LCD with 170-degree viewing angle. In-camera red-eye removal, in-camera borders and effects, bracket with adaptive lighting (off, high, and low). In-camera panorama stitching. Photosmart Express for image sharing on download. Standard recharging dock included. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available March 2006.

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Jan
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Ads on the Water Cooler

Jan
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Digital Cameras Introduced at CES (cotinued)

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HP Photosmart R727

NA
6.2
3X optical zoom. 2.5" LCD. In-camera red-eye removal, in-camera borders and effects. In-camera panorama stitching. Photosmart Express for image sharing on download. Standard recharging dock included. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.

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HP Photosmart R725

NA
6.2
3X optical zoom. 2" LCD. In-camera red-eye removal, in-camera borders and effects. In-camera panorama stitching. Photosmart Express for image sharing on download. Standard recharging dock included. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.

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HP Photosmart M425

NA
5.0
3X optical zoom. 1.7" LCD. 16 MB internal memory, SD card optional. "Fast-shot" mode reduced lag. In-camera red-eye removal, in-camera borders and effects. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.

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HP Photosmart M525

NA
6.0

3X optical zoom. 1.7" LCD. 16 MB internal memory, SD card optional. "Fast-shot" mode reduced lag. In-camera red-eye removal, in-camera borders and effects. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.

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HP Photosmart M527

NA
6.0

3X optical zoom. 2.0" LCD. 16 MB internal memory, SD card optional. "Fast-shot" mode reduced lag. In-camera red-eye removal, in-camera borders and effects. Two optional docks available: Premium Camera Dock and Wireless Dock Base. Available April 2006.

Jan
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Kodak EasyShare V570

\$399
5.0

Dual-lens camera: 23 mm plus 39 to 117 mm, for 5X optical zoom "range." 2.5" LCD. 32 MB internal memory, plus SD slot. In-camera three-shot panorama stitching (the 23 mm lens covers 180 degrees with three shots). Automatic distortion correction on 23 mm lens, can be turned off. Photo Frame 2 dock. 4" by 2" by 0.8", 4.5 oz. w/o batteries.

Jan
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Pentax Optio A10

\$350
8.0

3X optical zoom. 2.5" LCD. 24 MB internal memory, SD slot. Shake-reduction image stabilization. Available February 2006.

Jan
9

Pentax Optio E10

\$200
6.0

3X optical zoom. 2.4" LCD. 10 MB internal memory, SD slot. Available February 2006.

Jan
9

Source: *Color Business Report*

