

WORKIO[®]
DIGITAL COLOR IMAGING SYSTEMS

DP-C401

Color Printer/Scanner/Copier

Real Color, Real Performance For Real Estate!

A multifunctional Black & White and Color Printer,
Scanner and Copier for Real Estate workgroups



Key Strengths

- High speed and high quality TWAIN compliant color scanning to desktop or mailbox
- Automatic imaging optimization for graphics or text to ensure best image quality
- Concurrent Processing to increase B/W and Color workflow productivity
- Mixed sized original scanning and copying
- Panasonic Document Management System Software - Standard

Sweet Home
e Been Dreaming Of
\$218,900.00
3Bedrooms
2Bathrooms

Jack's Real Estate

Panasonic
ideas for life

Scanning made easy



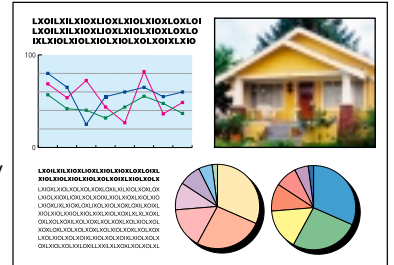
The TWAIN compliant, 200/300/400/600 dpi-ready CCD and a new lens (made of environmentally friendly glass containing no lead) with high precision and excellent focal depth, make color scanning to desktop (as a TIFF, JPEG or PDF*) as simple as 1-2-3. The Mailbox Viewer allows you the capability to auto archive to a designated folder or network share any scanned image. These features allow for fast, easy, high-quality scanning of client presentations, graphs, proposals, and more.

The standard Panasonic Document Management System software enables efficient management of scanned documents and other PC data in an integrated console. From input to output, from editing to file sharing, the Panasonic Document Management System software streamlines all your document management tasks with simple "drag & drop" operation.

High Copy/Print quality for low production (short runs)



With our exclusive single pass, straight line processing technology that uses "oil-less" fusing and intermediate belt transfer technology, the WORKIO DP-C401 can output at rates of up to 22 ppm for full color and 40 ppm for black and white printing/copying. Even in the case of images suffering from a "lack of brightness" or "aberrant color", often common to pictures captured with digital still cameras, the WORKIO DP-C401's NIE (Natural Image Enhancement) Technique automatically corrects the contrast and color balance for optimum results. Whether you are printing, scanning or copying documents containing variable data (i.e. a rate promotion letter, monthly newsletter, "house for sale" or the monthly sales charts/graphs), the DP-C401 delivers superior color reproduction and print quality, adding value by allowing you to produce traditional "outsourced" B/W and Color output, in house.

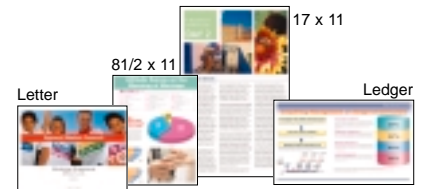


Concurrent processing

Whether you are working on an urgent property sale transaction or need a copy of a residential/commercial property spec sheet quickly, the Panasonic WORKIO DP-C401 is a great asset. Even while printing one document, the DP-C401 can scan another document into memory through the duplex automatic document feeder. The ability to scan images while printing can increase total print, scan and copy productivity by as much as 50% (or more in some cases).

Mixed sized originals? No problem.

Scanning black and white or color mixed sized originals (8 1/2 x 11 and 8 1/2 x 14 or 11 x 17) for archiving or copying black & white or color images is no longer a problem. With the duplex automatic document feeder, copying or printing documents of different sizes is now almost effortless. The benefit to you is that you no longer have to separate different sized originals before starting your copy or print job.



Network connectivity

With a built-in 10base-T/100base-TX Ethernet controller, the DP-C401 can be plugged right into your existing network. A powerful processor with high capacity memory and built-in hard disk ensure that printing, scanning and copying jobs are handled smoothly and efficiently.

Benefits of variable data printing in Real Estate

Higher response rates- Your prospects are more likely to respond to personalized messages.

promotional material specifically intended to meet their requirements and needs.

Increased profits- Higher response rates can potentially lead to more listings and better customer retention means repeat business and more money for you.

Increased inquiries- When these same prospects are ready to buy or sell, they are more likely to come to you after regularly receiving customized color

Better customer retention- People are more likely to remain loyal to a company that sends offers specifically to them.

Applications

Photographs

We realize your company use color photographs to generate home sales as documentation for bank lending activity. The DP-C401 reduces lack of brightness, biased coloring and slightly dark effects which sometimes result from pictures taken with digital still cameras through the NIE (Natural Image Enhancement) technique. With this technique, smoothing is performed on data resulting in more visually pleasing images.

Time is precious and we understand that having the ability to combine different document processes, saves time, ultimately saving you money. The DP-C401 provides the capability to print, scan or copy different sized documents in a single operation.

Tri-fold brochures

Based upon our experience, we realize, real estate companies create color brochures and flyers to attract new business or to communicate with current customers about ongoing events, promotions or general information. The DP-C401 provides your workgroup the ability to copy or print advertisements such as 8 1/2 X 11 or 8 1/2 X 14 size newsletters or flyers (which can then be tri-folded) easily and productively. This capability allows you to bring "in house", short run black and white and color jobs you would normally send outside for completion.

Monthly sales charts and graphs

Whether you are copying or printing sales charts and graphs from Microsoft Word, Excel and PowerPoint applications, the DP-C401 delivers the outstanding consistent level of workgroup color output your company expects and deserves.

* PDF scanning requires the DA-NS401 Scan-to-Email option.