



# The DATA CAPTURE Report

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

1572 Kuntz Road ■ Erie, PA 16509 ■ PH (814) 866-1146 ■ <http://www.scandcr.com>

October 12, 2007

## THIS JUST IN!

### HEADLINES SHOW NEED FOR AIDC

A quick look at some of the recent headlines on *MSNBC.com* shows just how badly our world needs AIDC technology. In some cases though, it also shows how our technology hasn't accomplished all it should. You be the judge.

#### First Headline:

### MORE THAN 1 MILLION PIECES OF LUGGAGE LOST, DAMAGED OR STOLEN MAY TO JULY

(From the *Washington Post*.)

More than 1 million pieces of luggage were lost, damaged, delayed, or pilfered by U.S. airlines from May to July, according to data from the **Bureau of Transportation Statistics**. June and July ranked among the 20 worst months for mishandled baggage in 20 years. **SCAN**

#### Second Headline:

### ON E-TOLL ROADS, BEWARE 'ORPHAN EXIT' FEE

(From *The Red Tape Chronicles*.)

Millions of drivers around the country use *E-ZPass* and other electronic toll collection systems to speed them on their daily drives, but consumers are discovering there is a price to be paid for the convenience: loss of privacy, haggling between state systems, accidental fines. Now, add to that list the "orphan exit."

What happens is, if a driver gets on a toll road and gets back off at the very next exit, sometimes the RFID tag doesn't read. If that happens—as it does about 1% of the time—the driver may be charged the fee for the full length of the toll road. **SCAN**

## BlueStar VARTECH 2007 Huge Success

Nashville's **Opryland Hotel** was this year's home for the annual **BlueStar VARTECH Conference & Trade Show**, and the event was all its sponsors could hope for. Attendance was up, the conference tracks were packed, the CodeZONE exhibit hall bustled with interested resellers, and of course, the entertainment was spectacular. To be honest, the show really reminded us of the glory days when **SCAN-TECH** was at its high, except on a little smaller scale.



On Thursday (Sept. 20), VARTECH attendees filed in by the hundreds and lined up for registration. Strategically placed touchscreen terminals helped streamline the process. Each registrant received a number of gifts, including a bottle of champagne with two crystal glasses and a glass boot that

served as an entrance pass to the **Epson America** party at the famous Nashville **Wild Horse Saloon**. While waiting to register, attendees were able to sample BlueStar's FUSION business-development program with the help of strategically placed kiosks in the Tennessee Lobby A.

By mid-afternoon, the actual festivities were starting. **Datalogic** presented a demonstration of its products and explained to interested VARs just how the company can help resellers grow their businesses through the use of application-specific products. Attendees were also treated to a bottle of wine to take to their rooms.

At 6:00 pm, CodeZONE opened and vendors, VARs, integrators, and members of the press swarmed the Ryman Hall B1-3. **Hand Held Products** and **Zebra Technologies** were the sponsors for the evening and Zebra was giving away cash to attendees who could answer trivia questions.

All the walking and talking built up a ravenous hunger that was quenched with a down-home barbeque—including hamburgers, hot dogs, and grilled chicken—provided by **Datamax**.

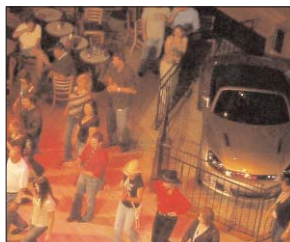
The exhibit hall closed at 9:30 and VARTECH attendees had only 15 minutes to don their best country western garb. It was time for VAR Idol, sponsored by **Star Micronics**. Approximately 500 people crowded into the room to hear their peers perform before *American Idol* look-alikes Randy Jackson, Paula Abdul, Simon Cowell, and Ryan Seacrest. Much like the people they were imitating, the judges dished out harsh comments—except for Paula of course. [Editor's note: *Even Dottie Morgan, wife of SCAN/DCR editor Rick Morgan took a turn at the microphone. After 35 years of playing guitar in a part-time band, her husband chickened out.*]

### Day two

Friday, day two, was dedicated to education. After an early continental breakfast sponsored by **TransAct Technologies**, Janet Schijns, president/CEO of **The JS Group**, gave her keynote address. Schijns' company is a worldwide channel business-development firm designed exclusively to support high-tech businesses with advice on strategic planning, marketing, and training programs. Her company targets resellers, distributors, manufacturers, and associations. For many attendees, her talk was a wake-up call. Today, resellers cannot simply rely on their vendor or distribution partners for leads. Rather, resellers need to learn how to generate their own leads and, in turn, grow their businesses.

After the keynote, the educational tracks began. Among the choices were RFID, StoreMaxx, Mobile Freedom, Hospitality, Retail, and AIDC. Each track was an all-day event that was broken up into 15-to-30-minute sessions. Most of the big industry players were involved in at least one or more of the tracks.

Friday evening, attendees were loaded onto buses for the trip to the Wild Horse Saloon. Epson rented the entire facility for the evening providing a buffet dinner, drinks, line dancing lessons, and even a contest to win a car. Six of the company's top dealers were rounded up and given the chance to win a new **Saturn** Sky sports car. The participants in the contest had to play a game of "Corn Hole"—bean bag toss—to see who was going to drive the car away. [It's been rumored that the person who won was there representing the dealer, not the dealer himself. Not sure how that's going to work out.] For the balance of the evening, attendees networked while listening to national recording artists, The River.



### Day three—the finale

Saturday morning, it was up bright and early and off to another session at the CodeZONE exhibit hall. After a breakfast, provided by **Sato**, we visited vendors and other exhibitors to get a feel for what is



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Since 1977, the premier management & marketing newsletter of automatic data capture, including:

- Bar coding, 1-D & 2-D symbologies
- Bar code printers, scanners, terminals, verification products and labels
- 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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going on in the industry. We also had a chance to chat with some of the attendees, which enabled us to see what the resellers thought of the event.

For the rest of the day, BlueStar focused on showing its partners a good time. There was a golf outing, sponsored by **Metrologic**, at the **Gaylord Springs Golf Links** golf course, a Datalogic-sponsored bus tour of Music City's most famous sites, and a tour of the **Jack Daniel's Distillery**, sponsored by Star Micronics.

Later in the evening, **Elo TouchSystems** foot the bill for an elegant outside dinner and closing reception. The grand finale was the *Festival De La Rumba: Dancing With The VARs* event. Professional Salsa dancers intermingled with VARTECH attendees and showed them the ropes...or steps of Salsa dancing. Sponsors included Hand Held Products, Epson, Star Micronics, **Cognitive**, Metrologic, Datalogic, and **LXE**.

### **About the VARs**

It's no wonder that vendors have spent so much time developing channel programs. Understanding VARs is certainly not an easy job. The problem it seems, and this was made very clear during our conversations, is there are as many types of VARs as there are people and personalities. We often tend to think of integrators in terms of giants like **IBM Global Services** and **Manhattan Associates**—global solution providers. But, obviously these larger players are the minority.

There are a lot of resellers who are simply installing POS terminals in mom-and-pop stores. Often, they have inherited the business from their parents. They are small and usually do their own service and training. And although they may not be as glamorous as their giant integrator counterparts, these companies still provide a lot of value to the industry. As a group, they account for a large share of sales. They are the worker bees that serve as a foundation for new industry growth.

As we listened to stories of how a husband left his pregnant wife during labor to make a service call, it became all too clear that these people really have to devote huge amounts of time to keep their businesses going, much less growing. We'd all like to think we can talk to them about how to do their own marketing programs, but quite honestly, some simply don't have the time. They just want someone to provide them with leads [see stories with BlueStar CEO Steve Cuntz and **AIM NA** Board Member Donna Lee].

Vendor loyalty, which is what many channel programs are designed around, is often an elusive goal. There are some integrators and resellers who

have built their companies around the products of a few carefully chosen vendors. But one of the things that comes with using a distributor is the ability to choose products from a wide spectrum of vendors, many with similar products and covering similar markets.

Bobby Rose, president of **Bar Code Equipment Service**, told us, "I'm in business to make money, and it's a tough market. If I have a potential customer that is already sold on a Hand Held Products terminal, I'm not going to risk losing the sale by trying to convince him to buy a **Motorola** terminal instead."

Rose also shared some horror stories about vendor service. He told us about sending the same terminal back three times to his vendor to have it repaired. Three times it came back with the same problem. Finally, he opened the device only to find the main circuit board hanging loose in the casing.

As we said earlier, there are many types of VARs and integrators; we're not saying Rose is typical. There is no typical reseller. But, to some degree, the age-old problems in the reseller channel still exist. Resellers still want help with marketing, which really means they want "pre-qualified" leads. They want better service and lower prices, so they can improve their own margins. When they want help with a problem, they want to be treated as if they were Manhattan Associates, regardless of how small their business is. The key words are "their business." This is their livelihood, and it's important to them that they be treated with the respect they feel they deserve.

Geographically, we noticed that a healthy portion of the attendees were from Central or South America. This reflects a growing market south of the border. In prior conversations with BlueStar personnel, we heard the same thing.

*Comment: We'd like to thank Steve Cuntz and the entire BlueStar staff for the hospitality they extended to us. We found true value in the show and made some new friends and business contacts in the process. The vendors at CodeZONE all said they were pleased with the attendance and said they also had met some new business contacts...as well as some possible new channel partners.*

*Perhaps one of the most predominant things we noticed was that much of the conversation was centered on bar codes. Bar codes are still a thriving business and enterprise mobility is also going to be a huge market now, and in the future.*

*There were some of the industry's leading players in*

RFID on hand as well. We spoke with representatives from **Alien Technology** but also spoke with a newcomer, **Quest Service Labs**, which has a laser printer and RFID encoder product that company President and CEO Al Wilson believes is the first of its kind in the industry.

Finally, we hope to use some of our new reseller contacts to collect information for future articles. We believe they can shed some real light on what is going on in the trenches.

If you were an attendee at VARTECH and didn't sign up for a free three-month electronic trial to SCAN: *The DATA CAPTURE Report*, email us your name and contact info, and we'll get you started. rickm@scandcr.com **SCAN**

## BlueStar CEO Comments On AIDC Channels

With **BlueStar's** VARTECH 2007 event behind him, company President/CEO Stephen Cuntz is ready to get back to the everyday business of meeting the needs of the AIDC channel. But, before he hit the road again, we managed to capture a few minutes of his time after the show to compare notes on how VARs and integrators are performing in our rapidly changing industry.

Commenting on VARTECH, Cuntz told us, "Every time I get together with our business partners, I learn something. This year was certainly no different. One of the things I found particularly interesting was when our keynote speaker, Janet Schijns, president/CEO of **The JS Group**, said our industry has to change how it does business. We have to become the hunted...not the hunter. We need to provide so much value that people will track us down. For VARs, this is very important. They are always interested in generating leads. If they can accomplish what Janet has prescribed, they'll have plenty of leads."

### ***Is vendor loyalty an issue?***

Having heard some interesting comments about VARs loyalty to their vendors—or perhaps the lack of it—we wondered if Cuntz could shed some light on the topic. "Vendor loyalty often depends on the specific vertical app VARs are working in," Cuntz answered. "For instance, if they are handling an order for replacement terminals or scanners, they will likely go with whatever brand the customer is using. And, replacement business usually accounts for about half a reseller's business.

"There are some resellers who are putting together solutions with exclusive vendors. For instance, we are now providing **Oracle's** product. Oracle has hand-picked the vendors it wants to work with—**Motorola, Zebra, LXE**. It's also a little unethical to take one company's direct marketing dollars and then push another company's products. So, if you're taking money from Zebra, you need to push Zebra's products first."

### ***RFID still in early stages***

Cuntz told us BlueStar was recently honored as **Alien Technology's** Distributor of the Year. But, he added that he still thinks RFID is in its early stages of adoption. "There's no question we've come a long way with the technology," he explained. "We have the Gen 2 standard and corresponding products that are proving RFID can produce real-world benefits within an interoperable system. We're receiving about 80 to 90 requests for quotes per month.



**Stephen Cuntz,**  
president/CEO,  
**BlueStar Inc.**

"That said, there are still problems to resolve. For example, manufacturers want resellers to give away a ton of

software just to make the sale. Resellers have to make money and giving away the farm makes it extremely tough to do that. I predict there will be slow and steady growth in the RFID sector as we work to remove challenges and continue to build the infrastructure for reading tags in both closed-loop and supply chain applications."

### ***Trends***

Since Cuntz deals with both vendors and resellers on a day-to-day basis, we asked him if he sees any trends going on in the AIDC sector. "Consolidation is the biggest trend," said Cuntz, "and I am seeing that within the vendor, distributor, and reseller communities. I think the consolidation among manufacturers is far from over, and our reseller partners continue to acquire each other.

"I also see a huge burgeoning business in the mobile computing sector. Data capture is becoming very big, and the business world now recognizes the importance of empowering mobile workers with the information they need to thrive at their jobs. The hardware we sell is simply a framework for necessary software. We're not selling PDTs, we're selling solution sets, and the software is really what solves a problem for the customer. A good example is the hospitality industry. I believe there will come a time when customers will be able to order their

seats, wine, dinner, and dessert before they even get to a restaurant and all without help from the restaurant personnel.”

### **Leads, leads, leads**

Talk to any vendor, distributor, or trade association employee and ask them what VARs are looking for from their partners and industry organizations. In most cases, the answer will be leads. And according to Cuntz, what they really want is a referred sale. “There is a difference,” he told *SCAN/DCR*. “With a lead, they still have to go out and cultivate the sale. A lead is just an expression of interest, not a guaranteed order. A referred sale is when we have done most of the work and are just turning the sale over to one of our partners in the customer’s area. BlueStar is like a ‘prospect realtor.’ We provided over 35,000 leads to our partners last year with a closing rate of about 1-2%.”

### **Final words about VARTECH**

“VARTECH is not about teaching our resellers about bar codes,” Cuntz closed. “By now, they ought to know how to read a bar code. The seminars and the event are to identify emerging solutions...to share data. Approximately 135 resellers signed up for our Fusion program after hearing the keynote address [see cover story].

“For many of our partners, this was the first time they have had a chance to come to VARTECH. Many of the attendees said we should expand the show, but it is difficult for a lot of resellers to leave their businesses. We may end up doing some regional shows. Like I said earlier, they’re always a learning experience for me and for BlueStar personnel.”

For more information: **BlueStar, Inc.**, Florence, KY, PH (800) 354-9776, Email: [kking@bluestarinc.com](mailto:kking@bluestarinc.com), Web site: [www.bluestarinc.com](http://www.bluestarinc.com). **SCAN**

## **AIM NA Launches New Membership Categories**

In mid-Sept., **AIM North America (NA)** announced the addition of several new membership categories, hoping to entice VARs, integrators, and industry associates into joining the organization. The launch of the new structure culminates six months of research and brainstorming.

“This new membership structure stems from the recognition that AIM NA is more for resellers than vendors,” said Donna Lee, chairwoman of the



*Donna Lee, chairwoman of the group's membership committee and healthcare alliance specialist for Hand Held Products.*

group’s membership committee and healthcare alliance specialist for **Hand Held Products**. “That doesn’t mean vendors shouldn’t participate in AIM NA; it simply means our mission is really focused on educating and helping resellers. We have a lot to offer and can really focus on their needs. It would be difficult for **AIM Global** to handle this type of mission AIM Global is more focused on global advocacy, standards, and driving the adoption of AIDC technologies.”

The new fee structure, which was approved by the AIM NA board in August, looks something like this:

- **VAR**—This category is available to resellers, system integrators, or software developers. Three levels of engagement are available with dues ranging from \$495 to \$1,200 per year.
- **Manufacturer**—Manufacturers can participate at two levels of engagement with dues ranging from \$900 to \$1,200 per year.
- **Distributor**—This category entails a flat dues structure of \$1,200 per year.
- **Associate**—This membership category is available to companies who do not manufacture products or provide solutions, but who have an interest in the industry. Associate members pay dues of \$900 per year.

Dues are commensurate to the level of service and involvement of the member company. Membership is open to companies doing business in Canada, the United States, and Mexico.

“We had to come up with a scalable system,” Lee told *SCAN/DCR*. “Some VARs are very small, and in many cases, all they are interested in is obtaining leads. It’s been that way for a long time. But, we’re not here to provide leads; we’re here to show them how to generate their prospects and marketing plans.” [See comments from **BlueStar** CEO/President Stephen Cuntz in this issue.]

Lee, who sits on the AIM NA board, as well, admits that education is not always a quick and easy process. “We’re trying very hard to put together an educational conference that will run concurrently with the annual AIM Global event—to be held in Washington D.C. in late April next year,” explained Lee. “But, VARs don’t have a lot of money or time to spend on conferences. That’s why our Webinars seem to be so successful. We try to make sure that

VARs realize it will take a while to see the results of some of the ideas we give them.

Continuing, Lee told us, “VARs that have grown are the ones that think outside the box. We know resellers who started out as small shops with just one or two employees and now have offices all across the United States. It can be done, but you have to let yourself realize all the possibilities for growth.”

In an AIM NA press release, President A. Tee Migliori concluded, “Our new membership categories are designed to provide organizations of all types and sizes the opportunity to get involved.”

*Comment: Old habits die hard, so convincing resellers to spend money on any type of project that doesn't provide leads may be difficult. That said, we believe AIM NA must continue to try to get resellers involved. Everything we are hearing in the market tells us that resellers will not be able to survive in today's business climate if they don't adopt some new strategies.*

*SCAN/DCR is currently developing a new end user/reseller section on our Web site that is designed to be a total educational resource center. We are encouraging all our subscribers to send us implementation stories, white papers, and any other information that will help make AIDC adoption easier for our industry's customers. So far, the categories we are covering are Aerospace, Automotive, Healthcare, Retail, DoD, and general info.*

*In many cases, we will have links to other educational sites, such as AIM's, GSI's, EPCglobal's, etc. Eventually, our goal is to make the site interactive, allowing visitors to ask us questions, which we, in turn, will answer from info we receive from industry vendors.*

For more information: **AIM North America**,  
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Email: [Marylou@aim-na.org](mailto:Marylou@aim-na.org),  
Web site: [www.aim-na.org](http://www.aim-na.org). **SCAN**

## Metrologic Thriving Under Private Ownership

Earlier this year, long-time industry player, **Metrologic Instruments**, made the move to the private sector. And according to company VP of Product Management and Marketing Mark Schmidt, all is going very well. But, in some ways, the more impactful change—according to Schmidt—has been the change in leadership. In March, Darius

Adamczyk left **Ingersoll Rand** to take the helm at Metrologic, replacing company-founder and former CEO, C. Harry Knowles [see [SCAN/DCR 4/13/07](#)].

“We’re certainly not standing still,” Schmidt told *SCAN/DCR*. “We are leveraging our China facility and making the best use of any and all opportunities, including looking into some potential new product areas. Imaging technology seems to be getting a lot of play, and we are working with **Hand Held Products** on some new offerings. They have great ruggedized terminals and not just for the retail sector. The last couple quarters seemed to drag a bit, but I believe that was an industry-wide phenomenon.”



**Mark Schmidt, VP of product management and marketing, Metrologic Instruments.**

Schmidt went on to say that **Francisco Partners**, the equity group that took Metrologic private, is living up to their promises. “They have really maintained a hands-off attitude,” said Schmidt. “They told us coming in that they had complete confidence in our management team. And with the hiring of Darius, we have really been aggressively attacking the market.”

Continuing, Schmidt stated, “Darius looks at things in a traditional business sense—not so much a gut feeling. He’s as brilliant guy who is trying to make his mark in the first 90 days at the company. We’ve introduced five new products since the end of June, and there will be two more coming out before the end of the year. The response, so far, has been great. We’re breaking into the industrial sector while maintaining our strong position in retail. At this point, we have not focused on DPM (direct part marking) opportunities, but they are certainly in our scope. It will definitely be part of our future, as it fits within our core competency.”

### **A formalized plan**

The staff at Metrologic, particularly the executive team, believes they have now come up with a workable five-year growth plan. Schmidt said it has been great to see how well this team has communicated with all employees in the company. “You have to have everybody working from the same page,” Schmidt explained. “Sometimes, management teams develop strategies but fail to communicate them properly. I think we are doing a good job at getting everybody on board.”

The plan is has three basic elements. First, Metrologic will continue its commitment to retail.

Second, it will try to capture sales in the ruggedized handheld market. And third, it will look into new technologies.

One such technology is RF electronic paper. Metrologic has significant IP in this area from its acquisition of **NOVODisplay**. Basically, this technology can be used for electronic signage, and it can be facilitated by using a BAP (battery-assisted passive) RFID chip. In this rising technology, particles in the electronic paper are charged by a power source and create an image. When the power stops, the image remains indefinitely.

Metrologic is working with **Intellex** on a new IC for this application. In a recent interview, Intellex CEO Rich Bravman said this technology is just one of many that will look to "extended capability RFID."

### **Final words**

Before we got off the phone with Schmidt, he said he wanted to express his gratitude to his former boss, Harry Knowles. "Harry is a great guy, and he taught me a lot over the years. He has left the company, but his legacy remains. I will always be grateful for the opportunities he has extended me."

For more information: **Metrologic Instruments**, Blackwood, NJ, PH (856) 228-8100, Email: [c.laslocky@metrologic.com](mailto:c.laslocky@metrologic.com). **SCAN**

## **RSI ID Technologies Beefs Up Global Channel**

**RSI ID Technologies (RSI)** is a company on the move. In the past three months, RSI has been opened a new office in China, and it is revamping its global channel program. Bob Karr is heading up the new office, which will be responsible for handling RSI's channel and business partner development throughout the world, focusing on the major markets of APAC, EMEA, and the Americas.

In a company press release, Wolf Bielas, RSI president and CEO stated, "This new facility supports our plans for further global expansion and growth, and Bob Karr will be an invaluable asset in developing RSI's presence in these rapidly developing markets. By locating our Global Channel and Partner Development out of Hong Kong, we will be able to give better support to our partners around the world."

When we contacted RSI for more information, company spokesperson, Tawnya Clark, told **SCAN/DCR**, "Once we decided on a strategy, it took

us about three months to put everything in place. We settled on a location and then began hiring staff. The process would have taken much longer were it not for Bob Karr. Bob is a natural fit. He's been in the AIDC industry for 23 years and has lived abroad, including time in the Asia region."



**Tawnya Clark, RSI ID Technologies.**

Continuing, Clark explained that RSI already had "a lot of worldwide growth." But, the company needed a facility in the same time zone to support its customers. "We wanted to broaden our footprint in the global market place," she stated. "We rank in the top four suppliers when it comes to RFID inlays and tags, but we need to work on our branding...on spreading the word about our company."

When asked if she could provide a roadmap for RFID adoption, Clark replied, "It really depends on the segment you're talking about. If you look at supply chain apps, such as those for **Wal-Mart** and **Target**, they're not moving forward as quickly as expected. But, they will evolve eventually. The problem is Wal-Mart is high profile and gets all the attention. In the meantime, there are specialty markets where ROI can be obtained rather quickly. We are involved in some of these niche markets, and they are working out quite well. You have to solve a problem for your customer."

For more information: **RSI ID Technologies**, Chula Vista, CA, PH (800) 466-8247, Email: [tawnyac@rsiid.com](mailto:tawnyac@rsiid.com). **SCAN**

### **AND THE WINNER IS....**

At the recent **BlueStar VARTECH 2007** event in Nashville, **SCAN/DCR** ran a contest for a free one-year subscription to **SCAN: The DATA CAPTURE Report** and for a one-year sponsorship in the VAR section of our Web site: [www.scandcr.com](http://www.scandcr.com). The winner of the contest is Carl Shackelford, **AI Barcode Systems** with two locations in Daphne, AL and Nashville, TN. Our congratulations to Carl and his team. All people who entered the contest will receive a free three-month trial to the newsletter. Thanks again for stopping by to see us.

*The staff of **SCAN: The DATA CAPTURE Report**. **SCAN***

# SCAN/DCR MARKET WATCH

## For October 9, 2007

AIDC Public Company Names	Phone	Exchange	Symbol	Close Price	52-Week Low	52-Week High	Dividend Yield	P/E Ratio	EPS Last 12 Months
Astro Med	(401) 828-4000	NASDAQ	ALOT	10.02	8.31	12.12	2.00	12.16	0.82
Avnet Convergent Technologies	(480) 643-7291	NYSE	AVT	43.57	20.45	44.68	N/A	16.59	2.63
AXCESS Inc.	(972) 407-6080	NASDAQ	AXSI.OB	1.79	0.92	1.80	N/A	N/A	-0.26
Brady Corporation	(414) 438-6880	NYSE	BRC	37.57	30.50	44.46	1.60	18.80	2.00
Checkpoint	(800) 257-5540	NYSE	CKP	28.00	16.61	29.91	N/A	22.64	1.24
3Com Corporation	(877) 463-6326	NASDAQ	COMS	4.86	3.22	5.22	N/A	N/A	-0.23
Cisco Systems, Inc.	(408) 526-8890	NASDAQ	CSCO	33.08	23.27	33.38	N/A	28.27	1.17
Cognex Corp.	(580) 650-3353	NASDAQNM	CGNX	18.98	16.68	26.98	1.80	30.47	0.62
CSP Inc.	(508) 663-7598	NASDAQ	CSPI	7.62	7.14	11.88	N/A	8.16	0.93
Danaher Corporation	(202) 828-0850	NYSE	DHR	83.03	67.80	84.35	0.10	23.26	3.57
Datalogic (Euros)	39 051 3147011	MILAN	DAL.MI	6.29	5.66	7.03	N/A	N/A	0.00
Dover Corporation	(212) 922-1640	NYSE	DOV	51.16	46.07	54.59	1.60	17.94	2.85
EMS Technologies, Inc.	(770) 729-6510	NASDAQ	ELMG	26.40	18.00	25.30	N/A	10.89	2.42
Intermec Inc.	(818) 992-3000	NYSE	IN	25.04	20.50	30.16	N/A	157.48	0.16
Itron	(509) 924-9900	NASDAQ	ITRI	101.05	46.87	99.20	N/A	N/A	-0.01
Lockheed Martin Corporation	(607) 751-2690	NYSE	LMT	111.40	82.70	110.31	1.50	17.04	6.54
Motorola	(800) 262-8509	NYSE	MOT	18.73	15.61	26.30	1.10	32.57	0.57
NCR Corporation	(937) 445-5905	NYSE	NCR	27.08	23.00	57.50	N/A	23.64	2.17
NeoMedia Technologies Inc.	(941) 337-3434	NASDAQ	NEOM.OB	0.02	0.01	0.11	N/A	N/A	-0.15
Printronix	(714) 221-2924	NASDAQ	PTNX	15.53	11.02	15.65	2.60	29.98	0.52
Psion Tekloxix (UK P)	(416) 875-8000	LONDON	PON.L	122.50	109.50	179.50	N/A	N/A	0.00
ScanSource	(864) 288-2432	NASDAQ	SCSC	32.17	25.22	34.14	N/A	19.78	1.63
Sirit	(905) 949-4404	TORONTO	SI.TO	0.35	0.14	0.53	N/A	N/A	0.00
Zebra Technologies	(847) 793-6735	NASDAQ	ZBRA	33.59	32.93	42.50	N/A	33.86	0.99

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