



FOR IMMEDIATE RELEASE

Cognitive Solutions Provides Ethernet Upgrades On All Compact Industrial C Series Printers at No Charge

Golden, CO USA – August 2, 2006 –Cognitive Solutions (cognitive.com & compactindustrial.com), manufacturer of the world’s first desktop thermal label printer, announced a promotion on its new product line. Through the end of the year (12/31/06), Cognitive will offer a full Ethernet Upgrade free of charge on all Ci and Cxi printers, representing a \$200 value.

The benefits of the Ethernet upgrade are:

- Capability is built into the Printer— No adaptors are necessary
- Network Sharing — Everyone on the network can print to one printer
- Remote Ethernet Management — Upgrades and configuration can be performed remotely (firmware upgrade and inControl update required)
- Better Work Flow Placement — Smaller footprint allows you place a printer where needed
- Conformance to Standards

“Not only does this represent an excellent value for the resellers, it also enables the user to experiment with the functionality and benefits of the Ethernet port,” said Raul Palacios, Director of Product Management.

The 5 month promotion is part of a larger **Ethernet Awareness Campaign** that Cognitive is undertaking. The campaign will include educational webinars and white papers on Ethernet management, application stories across industry verticals, and on-site training for its distributors and reseller partners.

Cognitive’s C Series printers are a new generation of high performance thermal label printers that bridge the gap between mid-range & desktop printers. With 6 or 8 inch per second print speeds and incredibly fast "first label print" time the C Series printers provide big box productivity at desktop prices.

To find out more about Cognitive’s innovative *C Series Printers*, contact Cognitive’s Sales Department at 800-525-2785 or sales@cognitive.com.

About Cognitive Solutions

Established in 1986, Cognitive Solutions has a history of introducing innovative products to the industry. This spirit of innovation continues today with the introduction of its Compact Industrial Printers™ and its line of XML and RFID HF enabled printers. Its commitment to delivering quality and service products and customized and standardized media and consumable solutions continue. Cognitive is well positioned to provide a variety of solutions to meet customer needs worldwide and across all industries. For more information visit www.cognitive.com or call 800.451.9874.

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