

## The Cognitive Connection

Sharing News with Our Partners

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### Greetings!

Cognitive's North American C Series Product Roadshow finished in May. With over 200 first-time resellers placing C Series demo printer orders, we were pleased with the enthusiasm and degree of commitment from the channel towards the new printer line.

The C Series bridges the gap between traditional desktop and mid-range thermal printers. Resellers and end-users alike understand the benefits of high performance, compact and inexpensive printers in this market space.

In this issue, you'll find several organizational announcements of special interest to our domestic and international partners. We've also included vignettes on several core Cognitive products and capabilities that continue to differentiate Cognitive in the marketplace.

Sincerely,

Barry Knott,  
President and CEO

## Cognitive Expands Its Sales & Marketing Team



Cognitive has expanded its Sales & Marketing organization to intensify focus on channel development and international growth. [Larry Graziani](#) joins Cognitive as Vice President of Sales & Marketing, and [Kelly Jamison](#) has been appointed to Director of International Sales & Distribution.

Larry brings to Cognitive successful sales and marketing experience from inside and outside our industry. His previous positions include positions at Brady Corporation, Epic Data and BASF. Larry also played college football for Notre Dame with Joe Montana (back in the day.)

Kelly Jamison, a 10-year veteran of Cognitive, assumes responsibility for sales and distribution development in EMEA, Asia Pacific, and Latin America. Kelly implemented a successful distribution strategy in the US and now turns his attention to building similar distribution relationships worldwide.

[Full Press Release](#)

## Distribution Channel Announcements



Cognitive has recently signed distribution agreements with [M-S Cash Drawer](#) and [Vantex](#) in New Zealand.

[Vantex](#) is Australia/Asia's largest distributor of retail point of sale, barcoding, mobile and wireless technology. Vantex offers an extensive hardware range for multiple industries and maintains distribution centers and coverage throughout Australia and New Zealand.

Domestically, Cognitive has formed a distribution alliance with [M-S Cash Drawer](#) to offer Cognitive's desktop and portable thermal printer line to its resellers. M-S Cash Drawer has 59 years of manufacturing and distribution expertise in POS and Retail systems. The addition of Cognitive's products is the perfect complement to any line of POS and Retail systems.

[View all Cognitive Distributors](#)

## AdvantageLX - A Printer You Can Stand on!



Cognitive's flagship product, the **AdvantageLX**, is still the preferred industry choice for *mission critical* desktop printer applications.

The **AdvantageLX** is the only desktop thermal printer with a full metal mechanism, an almost indestructible case, and a proven track record of reliability and durability in the most difficult of operating conditions. It remains today a much beloved printer by both it's users and our resellers.

"**AdvantageLX** earns its reputation as the *mission critical desktop every day*," says Raul Palacios, Cognitive's Director of Product Management. "Our resellers trust the **AdvantageLX** to perform and to survive in the most demanding of environments. Almost nothing stops these printers."

The industry's most durable of desktops are also backed with the best of warranties...a full 2 years.

When you need more than a plastic printer trust **AdvantageLX!**

[Learn about AdvantageLX](#)

## Customization Capability Leads to Success

*Patient Care Treated with Del Sol*



Cognitive's **Del Sol LX** printers were recently selected by a hospital administration department to replace an aging mechanical imprinting system. Thermal printing was the logical migration path for the application and the **Del Sol LX** printer was the right product for the job. But that's not what won the deal for our reseller.

Cognitive's *willingness and ability* to provide the hospital with a rapid customized printer integration won the day. Cognitive's Sales Engineer configured the printer to link into hospital's complex tracking and admissions system within the tight three-day timeline.

Every Cognitive reseller has access to our team of highly-qualified Sales Engineers for assistance with applications, printer integration and firmware optimization. It's one of the capabilities that sets Cognitive apart from other thermal printer manufacturers.

[Learn More about the Del Sol LX](#)



## Cognitive Summer Closure

Please note that our offices will be closed for a Summer Break \* **July 3 - July 7, 2006.**

If you have any questions, please contact Customer Service

**Hours: 8AM-5PM**

Mountain Standard Time (MST).

**Telephone:** +1.720.221.9497

**Toll Free:** +1.800.525.2785 ext. 497

**Fax:** +1.303.279.9517

**E-Mail:** [customerservice@cognitive.com](mailto:customerservice@cognitive.com)

[Contact Us](#)