



CROWLEY

Hard to believe that the end of the year is closing in on us. For many, it's been a mixed bag of early successes, late year promises and longer-than-usual sales cycles making this simultaneously a good and a tough year. One of the bright spots has been increasing sales of the UScan+ Series (also sold as the MACH2+ and delta+). With its continued innovations, user-friendly operation, quality image capture and low price point, many end-users are seeing the UScan+ as a value, particularly with the advent of the 18MP active pixel sensor array and new features, such as averaging. Read on for information that can help bolster sales. As always, if we can be of assistance, please don't hesitate to let us know.

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CAPITALIZING ON DISCONTINUED MODELS



The newly installed UScan+ HD at the Victoria and Albert Museum

It's easy to find older and discontinued models of reader-printers active in the field and each presents a unique sales opportunity. Our resellers have had great success against discontinued models, particularly with owners of the Minolta SL1000 (discontinued in the U.S.) and the older Canon models still in use worldwide. Case in point? [The Victoria and Albert Museum](#) in London has purchased a UScan+ HD for their museum library as a replacement for their aging Canon MS400. The two units will be used side-by-side, ensuring

continuity in service to the library's patrons when the older model expires.

Canon has discontinued the supply of toner cartridges for their older reader printers*, which also can't offer the same image quality as today's reader-printers. Although later models of Canon reader-printers can connect to a PC to use a network printer, the lack of new drivers for PC's operating Windows 7, 8 or 10 effectively render these scanners obsolete.

It's a safe assumption that many other brand older models are also not keeping pace with technology. Prospects may be able to view and print, but saving and sharing digital images becomes more difficult as newer operating systems evolve and supersede the original scanner technology. Today's end-users are increasingly tech savvy and their demands go far beyond a simple view and print.

Add to the above a dwindling resource of consumable parts and/or technicians familiar with older scanner models and you have all the ammunition you need to create a strong case for a new UScan+ model to work beside the existing scanner. The UScan+ undergoes continuous R&D for both the 10MP and 18 MP models and can be updated regularly in the field for new operating system platforms.

Remember: Just because a prospect has a reader-printer, it doesn't mean that they have the scanner they need. More than once we've heard "I didn't know this was out there." Make sure they do and recommend a companion scanner to augment outdated reader printers while they still have life. Please contact [Cheri Baker](#) if you need UScan+ Series photos, PDF's, videos or other marking tools.

*Models MS60; MS90; MS300; MS350; MS400; MS500



VOTE! USCAN+ SERIES IS AN AWARDS FINALIST

The UScan+ Series is a finalist in the 2016 DM Awards competition. We urge you to vote and to also share this news with your prospects and clients.

To vote, go to www.dmawards.com and look for the blinking "Vote Now" icon at the top of the page on the left-hand side. Once there, simply fill in the contact information and scroll down to the Data Capture/Recognition Product of the Year category, selecting the UScan+.

All UScan+ resellers are welcome to use the DM Finalist logo in their marketing efforts (attached to this email).

TIPS, TRICKS & Q&A

Below are some UScan+ tips and answers to Frequently Asked Questions (FAQ's) that may be helpful as you demo the UScan+ or interact with end-users:

IMAGE AVERAGING

Found in software releases 3.0.3 and 3.0.4, the new "Averaging" icon is used to capture six different shots of the frame currently on display, creating an averaged single image from the six. In many cases, the end result is a smoother looking background with a slightly sharper look, especially on bi-tonal images. To use, press the Averaging icon and then select "Add to Cart," "Save" or "Print" to capture the averaged image.



Coming soon, "averaging" will be added to the "Add to Cart," "Save" or "Print" icons as an automatic function as set by the user.

FULL-SIZED SNIPS

A competitive advantage of the UScan+-series is that, unlike other scanners in this class, when an end-user selects and saves a specific section (or snip) of an image, it is saved as a full-size image, not a thumbnail. This is a great feature to show during a demonstration.



MAKE SURE USB DRIVERS ARE UPDATED. This is particularly important when installing a UScan+ HD model. To do so on a PC:

- Click Start
- Click Control Panel
- Click Device Manager
- Click Universal Serial Bus (USB) Controllers
- Click to highlight and select the USB component to be updated.
- Right click on the highlighted selection and choose "Update Driver Software" from the dropdown menu
- Follow the instructions from the Update Driver Software Wizard to update USB drivers

CHECK YOUR CAMERA DRIVER

Remind end-users that there are now two camera options in the UScan+ software and it is important to have the correct camera driver installed and verified after a PC re-start. The selection option can be found in the device manager menu.

MAXIMIZE YOUR CCD AREA

To maximize CCD camera area for best resolution, right click and select "zoom to frame height." The scanner will adjust the image to utilize the full area.

FAQ's

Q: How often do I need to calibrate my UScan+?

A: Ideally, you should calibrate monthly as part of the cleaning process (**Reseller note:** this is an opportunity to sell the UScan+ cleaning kit and dust cover)

Q: I've clicked "multi-page" in my settings. Why are my images still saving individually (PDF and JPEG)?

A: To save multi-page images, you must – in addition to clicking "multi-page" in the settings – use the CTRL function to select the images that you want in each file from the cart. This allows users the opportunity to save all of their images at once and then group them into multi-page files as needed.

RESELLER NEWS

Congratulations to:

- The team at Tecnocor ACC AG, our Swiss reseller, on the launch of their new website: www.tecnocor.ch
- Micrographics Data, who signed a multi-year maintenance [contract](#) with the National Archives of Singapore for their Wicks & Wilson microform scanners

Welcome to:

- [Skanowanie](#) and [Alos Solution](#), our newest resellers in Poland and Germany (respectively) and welcome back to Austrian reseller, Horst Kainz, a long-time industry expert who has recently opened [Horst Kainz Mikrografie](#)

On the road:

The UScan+ has been – or will be – featured at the following conferences by our resellers:

- Michigan Association of County Clerks (Software Finesse)
- German Librarian Congress, Congress of German Archivists, Exhibition IT & Business, GITEX (Zeutschel)
- ICA Conference 2016 (Sandol BMT)
- SUNY Library Association and NY Library Association (PMI Document Solutions)
- Greater NW ARMA (FreeDoc)
- Oklahoma Library Association (BIS)
- CILIP Annual, ARA (Genus)

Do you have a success story to share or are you demonstrating a Crowley product at a trade show? Let [Cheri](#) know and we'll help to share the good news via social media and our channel newsletter.

PRODUCT PREVIEWS



At Crowley, our goal is to continually produce capture solutions that benefit the archive and records management industries via our R&D/manufacturing teams in Basingstoke, UK and San Dimas, CA.

Two of our new products are nearing full market release: the [MACH7380 Reference Archive Scanner](#) (pictured above) and the [ODS Overhead Document and Book Scanner](#) (below; in an early design).



If you are interested in representing these scanners, please contact your Channel Manager for details. As you place these scanners on your website, we ask that you please identify the listing as a "Product Preview" until their official release.