

NEWS RELEASE

A Giant Leap for Users of Industrial Printers – The TOSHIBA B-EX4 Industrial Label Printer

SYDNEY, NOVEMBER 2011 – The newest evolution of Toshiba TEC heavy-duty industrial printers now brings unparalleled user-friendliness to the production line. And as well as increasing overall performance, advances in Toshiba TEC technology have enabled a dramatic reduction in operating costs, further lowering an already legendary low TCO.

Low Energy

Every Toshiba label printer is equipped with the world-class Green technology ribbon saving function. With a nearly 40% overall lower power consumption compared to its predecessor, the Toshiba B-EX4 benchmarked nearly 50% lower power consumption on stand-by power against competitor label printers.

The Toshiba B-EX4 at lower than 9W in stand-by, is the ecological industrial printer that qualifies for a New Energy Star rating, beating every other competitor in a recent benchmark test.* (*: TOSHIBA B-EX4 Benchmark Test, Tokyo, Japan, 2010)

User-friendliness

The Toshiba B-EX4 comes with premium capabilities standard on board. The patented snap-in print head and a tool-less platen replacement are the two major components that now can be serviced by the user, reducing the hardware service cost.

A unique LCD graphical 'helpdesk' display improves the settings operation, reduces training requirements and allows users to take immediate corrective action where needed. This extensive Help Function utility is as easy as it gets and unique to this market segment of industrial printers.

Also new in the industrial printer range are the B-EX4 built-in automatic thermal head resolution detection function, DHCP address display and an automatic feeding/back-feeding function to the default position.

Durability = Low Service Cost

Durability is the watchword for Toshiba industrial printers. The Toshiba B-EX4 includes a print head lifecycle of around 4 million inches (100km). Built on the success formula of the B-SX4, the B-EX4 is a value-packed industrial printer with double ribbon motor control, automatic centre media loading, edge type print head, side media opening and additional cost-efficient and user-friendly features on board

Usability

The Toshiba B-EX4 has a real-world print speed of 14ips compared to 10ips for the B-SX4, increasing the printer's productivity by 40%.

Standard equipped with Ethernet and USB 2.0 and optional parallel port and wireless LAN capability, this Toshiba B-EX4 is packed for fast-paced industrial printing applications with minimal need for maintenance.

The next generation Toshiba B-EX4 is part of a comprehensive line up of industrial printers to help meet and exceed demanding customers' strategic Auto ID needs. This new B-EX4 is at the top of its class in terms of performance to value and fits a wide range of applications at an attractive price point.

The new B-EV4 industrial label printer is now available in Australia.

About TOSHIBA TEC CORPORATION

TOSHIBA TEC CORPORATION is engaged in digital product business of the TOSHIBA group. Expanding its operation for the whole of the world, the range of products is formed by POS (Point of Sales) systems for retail industry, in particular keeping the top market share in Japan, Barcode printing and RFID (Radio Frequency Identification) system for manufacturing, logistic and retail industry, and MFP (Multi-function Peripheral) for the office use. TOSHIBA TEC keeps creating products for efficient business processes and innovated new value with customers in mind.

About TOSHIBA TEC Australia

TOSHIBA TEC Australia (TTAU) manages product planning, marketing, sales, service support and distribution of point of sale systems, barcode printers, peripherals and software information systems throughout Australia and Oceania markets. As a total solution provider, TOSHIBA TEC Australia offers a complete package from consulting and system design to system installation, operation and maintenance. Headquartered in Sydney, Australia, TTAU has three divisions: the POS Retail Division; Auto ID Division and the Service Division.

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