

THE POWER OF PANASONIC LEADS TO SUCCESS EDUCATION MARKET



Located in San Jose, California, St. Leo the Great School is one of the oldest in the San Jose Diocese, opening its doors in the early 1900s. The school has gone through many changes and today, there are roughly 30 people including teachers and administration staff on the network, all using iMac computers. While these individuals are now using state-of-the-art computers and various creative applications, there remains two missing ingredients – the ability to output in vivid color while remaining cost-conscious and the ability to email from the school.

With the school being built in the early 1900s, the communication age had nearly passed them by. There was no dedicated fax line in the office which meant no faxes could be sent to parents or received by the school.

When Matt Toves from Printwise contacted the school for a solution consultation, they were using a black and white digital copier and all of the school's color "creations" were being sent out to a local copy shop.

Matt was determined to show them how they could upgrade to color, save money and increase their creativity! And of course, Matt took special notice of the inability to send and receive faxes.

Located in San Jose, CA Printwise Office Solutions, Inc. is the result of over 40 years experience by the company's partner group. Printwise's deepest core belief is based upon a partnership of honesty, hard work and integrity. When they add the customer to the equation, they are adding yet another partner to their layer of strength. Printwise prides itself on the fact that every employee has taken an oath to treat each customer as a teammate and to focus on a mutual goal of continued success and profitability. This oath became apparent with the consultation Matt Toves provided St. Leo the Great School.

Primary Application & Method of Completion

The instructors at St. Leo the Great School try to make learning fun and instill student pride in all they do. Flyers and student directories are but two of the schools primary applications. As studies have shown, producing documents in color gains immediate recognition and increases the reader's overall retention level. To accomplish this, the teachers were forced to go to an outside color print shop, but that can be costly. To bring color into the equation, they printed in black, on color paper. Certainly, this did not provide them the same outcome they would get printing in vivid, brilliant color.

Office Requirements:

- Color Printing
- Color Copying
- Fax Capability
- Operate within Budget

Existing Equipment:

- Konica Monochrome Digital Copier
- Inkjet printer
- NO FAX

Color Printing Applications: (20%)

Flyers
Student Handouts
Progress Reports

Color Copying Applications (80%)

Maps for geography classes
Newspapers for current events
Student of the month flyers

1. **Issue:** Product must be reliable

Solution: #1 in Reliability, as awarded by “Office Products Analyst”

If the school was to purchase an “all-in-one” MFP product, which would provide increased capabilities over their existing equipment, the first requirement was Reliability. Down time in the school does not equate to low productivity as much as additional expenses. The purpose of purchasing a color MFP to print and copy was to not only increase retention levels with the color output but to do so in a cost-effective manner. The goal was to bring the teachers’ creations in-house and not pay a premium for outside printing services.

The award-winning C3 has garnered the “Most Reliable Color MFP” from Office Products Analyst. Data was compiled from 148 service managers encompassing over 40,000 color and monochrome MFP devices. Panasonic stood out among the rest, ranking the highest with respect to product reliability.

2. **Issue:** Ease of Use

Solution: Touch Panel Display – Platinum Award, as awarded by BERTL

With limited time to train, the C3 had to be simple to use. The C3 was recognized by BERTL, earning a platinum award for Ease of Use. Dealer principals and sales representatives from 49 countries around the world participated in this survey and deemed Panasonic’s C3 Series with this prestigious award.

Through a large, full color touch panel display, the user is never at a loss for what to do next, whichever function they have selected. Step by step prompts are easy to read and easy to follow and the outcome is simply brilliant.

3. **Issue:** No dedicated Fax line

Solution: Scan to Desktop



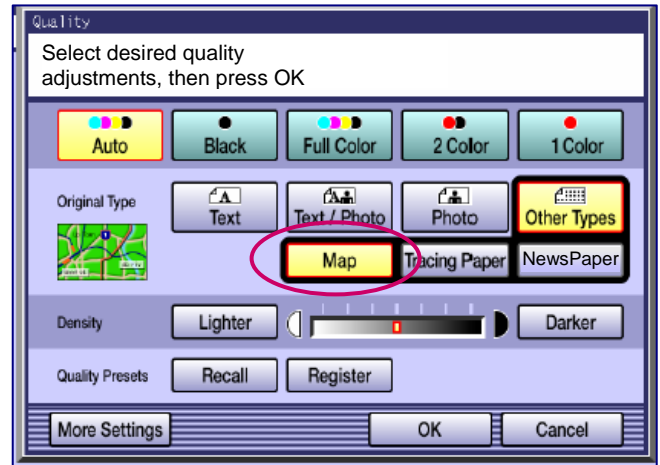
With no dedicated fax line, communications were extremely limited. Teachers were unable to furnish parents with hard copy data and reports, such as student progress reports and had to rely on the students bringing this information home.

With the C3, these progress reports are scanned into the C3 and emailed to the teacher. The teacher then reviews and attaches the electronic version of this document to the email, sending the information to the parents for discussion, eliminating the need for a dedicated fax line.

4. **Issue:** Ability to copy various types of originals
Solution: Quality Adjustment

Not only are there several types of color adjustments available but there are also quality adjustments that can be made, specific to the type of original. By selecting one of these, the user is able to optimize their output results.

There are two types of documents the teachers at St. Leo's work with – Maps (geography class) and Newspapers (current events). It's difficult to get a clean copy of a map; one, which maintains the map's highlights and clearly prints the map's text. Of course, copying a sheet from a newspaper is never easy, because of bleed through and background. If you darken the copy, you get more bleed through and a darker background. Lightening the copy means you won't be able to read the copy.



The teachers at St. Leo's simply select the special Map "Original Type" to optimize the output. Colors remain vibrant, text is clear and virtually no copy degradation occurs. Likewise, simply selecting the Newspaper button provides a clean, clear copy with no bleed through.

5. **Issue:** Tracking color usage
Solution: Access Codes

To track the use of the C3 (color vs. black), Printwise set up access codes for St. Leo. The purpose of purchasing the C3 was to enhance creativity among the teachers and bring the production in-house. However, all of this must be done within budget. Therefore, a general password was set up for black usage, while individual passwords were set up for color use.

Now, the school is able to see which access code prints (copies) in black vs. color and track expenses to insure color is being utilized correctly.

6. **Issue:** Printing of Pictures - Student of the Month
Solution: Print from SD Card

Every month, a student is selected for outstanding achievement. While previously the teachers used the local print-for-pay store (at \$1.00 per color print) or one of the teachers would take the job home and do it on their personal color printer.

As awarded by **Buyer's Laboratory**, the **Panasonic C3** earned "**Pick of the Year**" for its unique integration of the SD / PC card. This integrated feature proved to be a tremendous help to the teachers, promoting their Student of Month in a timely basis. Simply take the picture with the digital camera, insert the SD card into the C3, select the correct thumbnail, and print. A simple, efficient and cost effective method of announcing this prestigious honor to the students and faculty and parents.

Final Comments:

The goal of St. Leo's is to bring more production in-house, become more creative and of course, enlighten and educate their students. Studies have shown that color can increase comprehension more than 70%. The more the teachers use the C3 to produce color-learning tools, the more chances they have of impacting a student, and that's what it's all about in the end.