

**Product Group: Fax****Bulletin Number: 11-D1003****To: Authorized Fax Distributors****Date: April 28, 2011*****SUBJECT: INTRODUCING THE NEW PANAFAX UF-5500/4500***

Panasonic System Networks Company is pleased to introduce the newest members of the Panafax UF-Series line of business class facsimile products – the UF-5500 and UF-4500.

**UF-5500 – Mid Volume Multifunction Fax**

The UF-5500 is a highly reliable, high speed network multifunction work station designed for mid-volume fax environments. Standard features of the UF-5500 include a robust 24PPM laser print engine, high speed 33.6Kbps fax modem, 30-sheet automatic document feeder, 250-sheet paper tray, 8MB standard fax memory (up to 480pgs) and built-in 10/100 Base-Tx Ethernet port. The Panafax UF-5500 is also an impressive document scanner with resolutions up to 600dpi and a network monochrome laser printer with print resolutions up to 600dpi.

**UF-4500 – Mid Volume Standalone Fax**

The Panafax UF-4500 exceeds the well-known UF-4000 which has been in the Panasonic line-up for over the last 4 years. The UF-4500 is a highly reliable, high speed fax machine designed for environments where sending and receiving fax documents are the only requirement. Similar to the UF-5500, the Panafax UF-4500 offers the same 24PPM high speed laser print engine, 33.6kbps high speed fax modem, 30-sheet automatic document feeder and 250-sheet paper tray. Standard fax memory on the UF-4500 is 4MB (24pgs) vs. 8MB on the UF-5500.

**Target Markets**

The new UF-5500/4500 fax machines are ideal for any small to mid size office or centralized workgroup that requires an economically priced business fax machine. Perfect for general office users, the Panafax UF-5500/4500 is also excellent fit for the healthcare, financial and real estate industries which continue to rely on fax machines for exchanging documents.

**Superior Ease of Use**

Ease of use is apparent the first time you stand in front of the device. Angled for easy viewing, the streamlined control panel is the result of decades of manufacturing experience and know-how in designing user interfaces. The “Inviting, not intimidating” control panel follows your natural workflow. Every detail was carefully considered for simple and error-free operation, which is why the UF-5500/4500 features a clutter-free angled control panel with an easy-to-read 32-character LCD display and large “one touch” buttons at the front of the console.



### Built In Error Prevention

Sending confidential information or sensitive personal information to the wrong destination is not just embarrassing, it could be disastrous. While everyone associates information leaks with hackers or email theft, poor information management practices can also extend to fax communications. That's why the new Panasonic UF-5500/UF-4500 series helps to comply with today's strictest privacy policies by including features to help prevent user caused transmission errors!

#### 3 Levels of Error Protection:

- **Direct Dial Re-Entry:** Requires direct dialed numbers to be entered twice verifying the correct destination before sending a fax.
- **On-Screen Address Confirmation:** allows users to double-check auto-dialed recipients by displaying the registered name on the LCD before fax transmission.
- **Direct Dial Block:** Restricts direct dialing and only allows pre-registered fax destinations to be used.

### Built-in Maintenance & Support

Businesses that depend on a facsimile for their document needs depend on a Panafax. As a result of solid engineering and high-quality components the UF-5500/4500 includes features to keep hardware downtime to a minimum. Built in features include:

- **Check & Call:** The UF-5500/4500 can automatically report toner status and other mechanical failures directly to an authorized service center. This feature decreases downtime while increasing productivity, not to mention ensuring your customers are purchasing genuine consumables.
- **Remote Diagnostics System:** Although rare, hardware failures are not always avoidable, but with the Panasonic Remote Diagnostic system, a trained service technician can immediately begin trouble-shooting problems before they are on-site via a standard phone line.

### Warranty

The new Panafax UF-5500 and UF-4500 are the first Panafax business products to offer its authorized dealers a choice in a standard manufacturer warranty.

- **Warranty Option 1:** 1 year Limited Manufacturers Warranty on parts (Dealer Warranty). This option is tailored for Authorized Dealers who provide their customers with personalized service and support.
- **Warranty Option 2:** 1 Year Advanced Unit Replacement (End User Warranty). This option is tailored for Authorized Dealers who do not want to provide service and support directly to their customers. As long as the end users provide original proof when contacting the support hotline, warranty service will be provided.

For complete details on these or any Panasonic warranties, please refer to the Panasonic Service information guide available on Panasonic's technical support website: Techlink. *(is this hot linkable?)*

### Available Accessories

Model	Description
UE-409100	Legal Paper Cassette

# PSNA

**MARKETING BULLETIN**

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## Consumables

Model	Description	Yield
<b>UG-5590</b>	<b>OPC Drum Unit</b>	<b>6,000 pages</b>
<b>UG-5591</b>	<b>Toner Cartridge</b>	<b>3,000 pages @ 3% Coverage</b>

## Pricing and Availability

For your convenience, the latest Panafax distributor price list is attached. The most up to date price list can also be found on the PSNA dealer portal <http://www.psnadealer.com> under the sales and marketing page. All models are now available for immediate ordering, so place your orders today!

## Collateral Materials

Brochures are available through the PSNA literature fulfillment facility and may be ordered online at <https://custompoint.rrd.com> using the literature numbers below.

UF-5500UF-4500\_4/11

UF-5500/4500 Product Brochure

Additional marketing collateral, documentation and product images can be found on the PSNA dealer portal <http://www.psnadealer.com> under the sales and marketing page. If you do not have access or have any questions regarding our digital products, please contact your Distribution Sales Manager.

## Your Panasonic Marketing Team

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