Product Positioning & Migration

The EasyCoder PD41 fills an application product set gap addressing the market opportunity for a low cost metal value printer differentiated by the Intermec Value add including Smart Printing and SmartSystems™. Positioned between Intermec's small plastic desktop printers – EasyCoder PC4 and PC41 – and the higher performing, industrial duty printers – EasyCoder 3400D, 3400e and PM4i – EasyCoder PD41 addresses the market opportunity for a low cost metal value printer.

The EasyCoder PD41 replaces the EasyCoder E4. With its larger media capability and all metal construction, EasyCoder PD41 is superior in terms of minimized downtime, increased productivity, increased ruggedness and greater versatility. Although, Intermec is striving towards full compatibility, migration from EasyCoder E4 may require some modification of Direct Protocol host applications. Also, when the smaller real estate of EasyCoder E4 is a requirement, modification of the work station may be a consideration.

The EasyCoder PD41 addresses the same work load and application segments as EasyCoder PD4. For new applications there is no longer any reason to lead with EasyCoder PD4. In current applications the EasyCoder PD41 will partly replace EasyCoder PD4. For EasyCoder PD4 users using the printer in InterDriver (Windows driver) and LabelShop applications the migration is straight forward. When EasyCoder PD4 is used in ESim host applications, the replacement needs to wait for the availability of the intended ESim firmware option. The coming EasyCoder PD42 with display and ESim will provide a more straight forward replacement.

The EasyCoder PD41 will offer a replacement option for EasyCoder 3400D in light duty applications. The EasyCoder 3400e and PM4i are much better suited as a replacement in more demanding applications. When the end user is value conscious and is considering switching to other printer brands, EasyCoder PD41 will offer an attractive price performance ratio. IPL printer command language for EasyCoder PD41 is planned for release in April 2006. In comparison with other brand printers with IPL emulation such as Zebra S4M and Z4M with APL-I (IPL interpreter), EasyCoder PD41 shares its IPL code base with other Intermec printers and therefore offers true compatibility.

The EasyCoder PD41 offers a step up for users that have outgrown their small desktop printer applications and need more than a small desktop printer like EasyCoder C4, PC4, PC41, and 7421. The EasyCoder PD41 offers higher duty cycle, higher label throughput and larger media capability for increased productivity and minimized downtime. Customer's with small desktop printers printing from IPL or ESim host applications will need to wait for the availability of later firmware configurations.