

## EasyCoder 3400e with 400 dpi option printer availability and pricing

Intermec's Printer Business Unit is pleased to announce the availability of the EasyCoder® 3400e with 400 dpi option bar code label printer for North America & AP/LA markets. This is the replacement for the EasyCoder 3440 that reached end of build on May 4, 2001 due to non-availability of a key electronic component.

The 3400e 400dpi model is the first model in the new enhanced 3400e product series. We have prioritized the release of the 3400e 400dpi model to support the needs of our 400 dpi - 3440 printer customers. Other models in the 3400e series are planned for release in third quarter 2001.

### EasyCoder 3400e - 400 dpi new features

- Much faster processing speeds
- Higher print speed, 8 inches per second
- IEEE 1284 Parallel interface now standard
- Flash firmware architecture now standard
- Self-strip is a factory installed option
- Flash storage expansion up to 16MB
- \$2,595 US list price (reference attached price guide sheet for full configurations available)

### Feature differences - 3400e 400 dpi compared to 3440

Features	EasyCoder 3400e with 400 dpi option	EasyCoder 3440B
Standard memory	128K flash memory	256K flash memory
Max baud rate	<b>115.2 Kbps RS232</b>	57.6 Kbps RS232
IEEE 1284 parallel	<b>Standard</b>	Option
Firmware	<b>Flash based</b>	EPROM based
Max print speed	<b>8 IPS</b>	5 IPS
Self strip	Factory installed option	standard
Cutter	<b>Option</b>	N/A

### Product Positioning in Intermec Product Line

Intermec's EasyCoder 3400e printer with 400 dpi option is a drop-in replacement for all EasyCoder 3440A & B printers. The EasyCoder 3400e provides enhanced capabilities to our existing 3440 customer base. Be sure to note self-strip is now a factory only installable option.

The 3400e with 400 dpi will continue in the footsteps of the 3440 to stand out from the competition with superior graphics and proven reliability for medium duty applications in shipping, receiving, logistics and manufacturing. For extremely heavy duty industrial environments requiring graphic quality printing we continue to offer the EasyCoder 4440 printer.

If you have any questions regarding this announcement please contact Bill Armstrong, Brian Richardson, Presales Support, or Peter Bergevald:

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Best regards,

Doug Hall, Director - Printer Marketing, Americas

Brian Richardson, Pre-Sales Support

Terry Bresin, Principal Marketing Manager

Cheryl Hicks, Printer Programs & Promotions

Gary Murphy, Product Manager, Printer Software / Network / Connectivity Solutions

Bill Armstrong, Printer Product Manager, 4XXX, 501XP, 601XP

Gene Anderson, Printer Product Manager, 3XXX, F2/F4, 501E/S, 201E/S

Alec Babic, Printer Product Manager, 91,7421,7422,C4

Tom Cunningham, Product Manager – New Tech. (RFID, Linerless, V4 Color Printing), E4

PRODUCT INFORMATION LINKS & CONTACTS	
Product Profile Sheets	<a href="http://corp.intermec.com/products/printers.htm">http://corp.intermec.com/products/printers.htm</a>
Printer Manuals, Firmware & Software	<a href="http://printer.intermec.com">http://printer.intermec.com</a>
Printer Price Guide	<a href="http://www.intermec.com/regions/na/pricegd/index.html">http://www.intermec.com/regions/na/pricegd/index.html</a>
Order placement / Sales support	1-800-829-8959 or <a href="http://corp.intermec.com/CustSvc.htm">http://corp.intermec.com/CustSvc.htm</a>
Purchase Order / Sales Order worksheet	<a href="http://corp.intermec.com/CustSvc.htm">http://corp.intermec.com/CustSvc.htm</a>
QuickShip Orders	<a href="http://corp.intermec.com/products/quickship/default.html">http://corp.intermec.com/products/quickship/default.html</a>
Media Sales & Support	1-800-227-9947 or <a href="http://corp.intermec.com/products/media.htm">http://corp.intermec.com/products/media.htm</a>
Technical Support	1-800-755-5505 or <a href="http://corp.intermec.com/CustSvc.htm">http://corp.intermec.com/CustSvc.htm</a>
Questions – product delivery schedules	<a href="mailto:keleen.mchenry@intermec.com">keleen.mchenry@intermec.com</a> , Order Fulfillment Mgr.