



6300 Diagonal Highway
Boulder, CO 80301

July 20, 2000

<Name>
<Company Name>
<Address>
<City> <State> <ZIP>



Dear Sam Sample,

The information you create drives your business. Getting that information where it needs to be – from anywhere in your organization, in whatever format you choose, and as quickly as possible – can make a significant difference in how successful you are.

The last thing you need is to be slowed down by your reprographics solution. Or by proprietary or incompatible technologies. In short, you want a true cut-sheet, Print-On-Demand solution that works for everyone in your organization.

Now there's an answer to your reprographics needs – the IBM® Infoprint® 2000.

The Infoprint 2000 gives you the power and flexibility of digital document processing that can integrate seamlessly into reprographics environments. Its open architecture can help you expand your current processing capabilities and provide the innovative solutions that keep you competitive.

The Infoprint 2000 brings new levels of versatility to your enterprise, too. Configure it as a network printer, a digital duplicator or both – in a corporate data center, reprographics center or service bureau. And, with Infoprint Manager software, workflow to your printers can be automated intelligently, according to format, workload and more – speeding operations and providing a range of innovative options to your users.

Using Infoprint Manager and the Infoprint 2000, your users can create documents from scanned hard copies and electronic sources – right from their desktops. They can even combine images and text in multiple formats from different sources, including Web and scanned documents, then globally print crisp, fast 600dpi output at up to 110ppm – including manuals, presentations and proposals – and e-mail them, fax them or publish them on the Web.

Because the Infoprint 2000 is a highly scalable solution, it allows easy incorporation of new features and capabilities, so it handles today's demands and is ready to take on tomorrow's challenges. In addition, the Infoprint 2000 is backed by IBM's world-class service, available whenever you need it – 24x7x365.

To see how the Infoprint 2000 can handle your reprographics needs, please take a moment and read through the enclosed brochure. And to see how the Infoprint 2000 can go to work in your organization, please complete and mail the enclosed business reply card, or fax it back to us at **1 888 FAX-2IBM**. We'll be happy to send you a complimentary hat* as a token of our appreciation. The best way is to visit us on the Web at **ibm.com/printers/brc/hat**. Not only will you receive the hat, we'll automatically enter you in our ThinkPad® sweepstakes, as well.** You can also call the Printer Selection Center at **1 800 358-6661** and select option 3.

The Infoprint 2000 is setting new standards in digital printing. Let us show you the difference it can make in your enterprise – and how it can streamline your reprographics needs.

Sincerely,

Jim Tramontana
Digital Reprographics Segment Manager
IBM Printing Systems Company

P.S. To receive the complimentary hat* either mail or fax the enclosed questionnaire. Or, visit us on the Web at **ibm.com/printers/brc/hat** and also be entered into the ThinkPad® sweepstakes.**

*While supplies last. Limit one per customer.

**No purchase necessary. Void where prohibited. Sweepstakes ends October 13, 2000. Please refer to the enclosed brochure for the terms and conditions of this offer.

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HAT Promotion



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100%	95%	90%	85%	80%	75%	70%	65%	60%	55%	50%	45%	40%	35%	30%	25%	20%	15%	10%	5%
Job Number: 004DD2288P-02						Galley: 1	Proof: 7	Date: 06/20/00	Time: 4:15 PM										
Client: IBM		O&MD Job No.: IMN PEN 12170		Output: Laser		Description: Infoprint Letters													
Contact: Mickey x4317		Operator: sw		Resolution: 300		Screen: 133													
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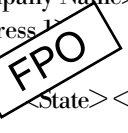
Revision: 1 2 3 4 5 6 7 8 9 10 Final



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Client: IBM O&MD Job No.: IMN PEN 12170 Output: Laser Description: Infoprint Letters
 Contact: Mickey x4317 Operator: sw Resolution: 300 Screen: 133

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