

**Epson Knoware University Podcast**  
**Featuring the Epson WorkForce GT-1500 Scanner**  
**July, 2008**  
**Transcript**

(Jingle music)

Greg: WorkForce, as the name implies, is exactly about business solutions.

(Jingle music)

Margaret: By scoring 100% on the Knoware University podcast quiz, you'll receive one entry into the weekly drawing for a \$500 American Express gift card, just for taking this month's podcast quiz on Knoware University.

From Epson Knoware University in Long Beach, California, I'm Margaret with the Knoware University podcast for July 2008, and on this month's podcast you'll learn about Epson's brand-new WorkForce GT-1500 scanner – and learn how you can enter to win a \$500 American Express gift card. That's coming up at the end of today's show, so keep listening for all the details.

(Music ends)

Epson has long been a leader in innovation in the scanner industry, starting with the invention of the first single-pass, 24-bit color scanner in 1989. With the introduction of the new Epson WorkForce GT-1500 scanner, we have an exciting new scanner product that will give business customers yet another reason to think of Epson when they think of scanners. To find out more about this new product, I spoke to Greg, Epson's scanner expert.

Welcome to the Knoware University podcast, Greg!

Greg: Thanks for having me again, Margaret! I love being here.

Margaret: Well, and we're glad to have you back. It's always good to have you here, and I hear you have a really exciting new product called the WorkForce GT-1500, right?

Greg: That's right, the WorkForce GT-1500.

Margaret: So tell me about the WorkForce name. That's a new name for Epson, right?

Greg: Yes, it is, actually. It's a whole new branding scheme that we're doing not only for scanners but also some of the printers as well. Basically WorkForce, as the name implies, is exactly about business solutions.

Margaret: Okay.

Greg: Whether it be small business, home business or big business, it's an Epson product specifically aimed towards the business user. The WorkForce GT-1500 is a small, compact, desktop document-feeder scanner.

Margaret: Okay.

Greg: Designed specifically for kind of either the home business user or the small business user who doesn't necessarily have to scan billions of documents every single day.

Margaret: Okay. So I assume it wouldn't, say, have the resolution of one of our photo scanners, right?

Greg: Actually, no, you'd be wrong there.

Margaret: Oh!

Greg: This is a flatbed scanner with an ADF on top, so it actually can do through the flatbed up to 1200 dpi.

Margaret: Okay. And for our listeners, can you explain what ADF is?

Greg: It's an automatic document feeder, basically a feeding mechanism that sits on top of the scanner and allows it to hold, in this case, up to 40 pages and then scan them through lightning fast. So that's one of the things we're really excited about with the WorkForce GT-1500 because it is very fast, lightning fast. It actually scans black and white, 200 dpi, 20 pages per minute on a simplex mode.

Margaret: Wow.

Greg: Yes.

Margaret: Two-hundred dpi would certainly be enough if you're just reproducing documents.

Greg: Exactly. If you're reproducing documents for either PDF purposes, to fax them, to just scanning copies, I mean, that's real important. One of the things that's really, if you look at scanners nowadays, you'll see that the photo scanners, while they're kind of holding steady – at least the Epsons are because they're such high quality – the overall purchase of photo scanners is kind of going down because most people nowadays, they have digital SLRs, they've got Epson printers.

Margaret: Right.

Greg: They're just taking digital pictures and printing them right out with PictureMate or one of the high-end printers in the case of a professional photographer.

Margaret: Right.

Greg: But documents, you know, people still print a lot of documents, whether they get copies of e-mails or PDFs or they print out important things, tax forms, receipts, all sorts of important documents. And the last seven years especially, people really began to realize that there is a real need to save documents in a digital format.

Margaret: Right.

Greg: Not only because of the space of having all this paper lying around, and better to scan the paper and then recycle the original or file it away if you absolutely must have a second copy, but after things like 9/11 and other such natural disasters as Katrina, people just realize that electronic records, you know, a hard drive with data on it could be dried out and recovered a lot better from a flood or some disaster than a piece of paper which will disintegrate and fall apart if it's exposed to such kind of hardships.

Margaret: Right, and businesses can even store documents off-site in another location.

Greg: Exactly, off-site, back-up storage. That's the nice thing, too, about digital copies of files, of documents, is that you can make redundant copies. Having digital copies of their documents not only allows them to save them on their own hard drive but, as you mentioned, they can back it up to a redundant system, either secondary or tertiary hard drives somewhere else.

Margaret: Right.

Greg: Just so that they have multiple copies that are saved. And that's why you'll now find that little desktop and larger document scanners are just very, very popular these days, and so we're trying to meet that need as well and doing it better than anyone else.

Margaret: Well, that's good because we've always had at least one scanner in our line that does document feeder but it's tended to be a photo scanner that we're kind of making accommodate that other.

Greg: Exactly. The 4490 Office was the current version of that.

Margaret: Right.

Greg: And that was a great little scanner because it is a really nice photo scanner with normally a transparency unit lid so you can scan slides and negatives.

Margaret: Right.

Greg: And then you would just take that off and put on this document feeder. But the WorkForce GT-1500, it's a dedicated document scanner. It's designed for either reflective materials on the flatbed – you know, photos or single pages – or documents up to 40 pages in the document feeder hopper.

Margaret: Okay.

Greg: And with the fast, fast speed of it, you know, you can go ahead and scan right into PDF, right to an OCR application or just straight to file, save the documents and everything is nice and safe and sound.

Margaret: Great. And you said that it's not necessarily a low-resolution scanner, so I can actually scan photos with this as well.

Greg: Yeah, you can scan photos on the normal flatbed part of it. It does go up to 1200 dpi for that, from a normal flatbed.

Margaret: Oh, so that's good enough for blowing up four times original size.

Greg: Yeah, sure, from like a 4 by 6 or something.

Margaret: Oh, good!

Greg: I mean, most of its functionality you're going to find really skews towards

documents. It's got a whole front panel with a bunch of buttons for scan to e-mail, scan to copy, scan to PDF. You can also use it, it comes with a PaperPort software so you can scan directly into that software which allows you to organize and archive and easily manipulate your scanned document files. Plus, of course, the ABBYY FineReader Sprint Plus OCR is there for doing the OCR. And another neat, cool feature of the scanner is that the PDF function built into the Epson scan driver has a searchable feature now.

Margaret: Oh, wow.

Greg: So when you scan the PDF, it will OCR the PDF and make it searchable so that you can then go in and look for a particular keyword right in the PDF.

Margaret: Okay, and just in case the folks don't understand what it is, can you tell me what OCR means?

Greg: Sure, it's optical character recognition. All of our Epson scanners come with the ABBYY FineReader Sprint Plus OCR which basically allows you to take your original text document, scan it and then convert that image scan into editable text.

Margaret: So if you've got an old document that you need to change a word in, maybe an old contract that you're trying to revise for a new use.

Greg: Sure.

Margaret: You can scan it in, turn it into editable text, and then you can search out that word and just replace it.

Greg: Exactly.

Margaret: Wow. So that could really save some time.

Greg: Exactly, and it's a real nice feature to use and it is included with all of our Epson scanners. And, of course, on the WorkForce GT-1500, being a document-focused scanner, it's even better.

Margaret: Great! So you said like our other scanners, we can scan photos on this. What other similar features are there to our other scanners?

Greg: Yeah, very similar to some of our other scanners like the Perfection V500 Photo, this scanner also features ReadyScan LED technology.

Margaret: Oh, great!

Greg: Yes, so it has an LED lighting system, it consumes less power, it has no wait for the warm-up time, instant on, instant off, and also contains no mercury.

Margaret: So in addition to being really fast, it's more environmental.

Greg: Yes.

Margaret: That's great.

(Jingle music)

Margaret: We'll hear more of our interview with Greg telling us about Epson's fantastic new WorkForce GT-1500 scanner in just a minute. Remember to listen carefully at the end of this podcast for instructions on how to enter the drawing for a \$500 American Express gift card. And be sure to take the online courses this month on Knoware University. Four lucky Knoware University Students will win a \$500 American Express gift card just by taking the Knoware University course and scoring 100% on the quiz. By taking the five-question podcast quiz and scoring 100%, you'll receive an additional entry into the weekly drawing for a \$500 American Express gift card. Stay tuned to the end of this podcast for details on how to enter that drawing.

And now back to our interview with Greg, Epson's scanner expert, at Epson headquarters in Long Beach.

(Music ends)

So, Greg, before the break we were talking about the fact that the WorkForce GT-1500 has the ReadyScan technology in common with the V500. What else does it have in common with the other scanners? Are the drivers similar?

Greg: Well, the Epson scan driver is, although being a document scanner, it does have some special features specifically for document scanning. This version of the driver features the office mode.

Margaret: Okay.

Greg: So that's our specialized part of the driver for document scanning specifically, and there are some new features built in the office mode compared to some of our

larger document scanners that we've had in the past.

Margaret: Okay.

Greg: For instance, there's color dropout, so if you've got a page that you want to scan in black and white and you have text that's actually in a field that's another color – let's say the background of the page is red and you want to scan the text and get the red out of there – you can drop out red and it will actually pull the text out and just have a white background and remove the red.

Margaret: And we've seen that sometimes in brochures where there will be some kind of a sidebar on the product or whatever with a colored background. That's handy.

Greg: Exactly. You can take out red, green or blue, a few other enhancements in the driver there, a better text enhancement feature for scanning – just taking our office mode that we already have in our document scanners and make it even better.

Margaret: Oh, great. So what about – are there any other drivers we should know about?

Greg: Yes. It also comes with the Captiva ISIS driver which is a very popular kind of specialized driver mostly used in document capture applications. It's a kind of driver that the application more or less controls all the scanner functions specifically to what the application wants, so the end user doesn't have to do too much in the way of settings.

Margaret: Okay.

Greg: Most end users for a product like this, because it is designed for more small businesses, may not actually use ISIS. They may end up using TWAIN, the Epson scan driver, more often, but if they're using some of the higher end document capture pieces out there like the Kofax VRS or virtual rescan.

Margaret: Okay.

Greg: They'll have the ISIS driver works very, very well with those kind of applications.

Margaret: Okay, so does that then make this scanner compatible with more types of software?

Greg: It does make it more compatible with a lot of what they call content management software in the business document circles, because a lot of those kinds of applications do rely on ISIS. So having the ISIS driver and the ISIS certification and support does allow it to work with a lot more content management applications.

Margaret: Okay.

Greg: And right now the scanner, as we speak here at this point, the scanner is being certified by Kofax, so it appear on their certification list.

Margaret: Oh!

Greg: So any of the users out there who are familiar with Kofax and they go and they look at the Kofax Web site, they'll see it right there on the list and they'll know that if they go and get this particular scanner, it will work right there with Kofax products and they are ready to go right out of the box.

Margaret: Very good. The more certifications we can get like that for a product, the more widely accepted it is, right?

Greg: Absolutely, especially with business products because, you know, when it comes to the company, you don't want to go wasting your time looking for something new and different. If you can go to a trusted vendor of your software, especially that's another important point, too. Vendors, they recommend pieces of equipment. They recommend stuff that will work well with their software.

Margaret: Right.

Greg: So if you use a particular content management application and they say, "Yes, the Epson scanner works well with that," then you know, yeah, I can go buy this scanner and I'm good to go.

Margaret: So it means that there is less guesswork for the customer when they're purchasing something like this.

Greg: Absolutely, absolutely.

Margaret: Great. So what other software does it come with?

Greg: Well, the other two pieces are the ABBYY FineReader Sprint Plus OCR that we

mentioned before and also the ScanSoft PaperPort.

Margaret: And what does the ScanSoft PaperPort do?

Greg: PaperPort is a document organization piece of software. It basically allows you to see little icon representations of your scanned documents, PDF files and photographs. You can see little stacks representing multiple pages and such, and it allows you to quick-link those document files to other applications in your system.

Margaret: Oh, okay, very good.

Greg: Yes. It's pretty popular software for the home or small business user.

Margaret: Very good. So, Greg, I'm really unfamiliar with this particular line of products. Who and what are the competitive products that are out there?

Greg: Well, as I kind of mentioned before, this is a growing area for scanners, document scanners, and what's really particularly cool about the WorkForce GT-1500 is that it's only \$349.

Margaret: Wow!

Greg: So you have up to 20 page per minute, the 40-page document feeder, the 1200 dpi flatbed all in this compact little scanner for only \$349, so it's a really unique price point for this kind of scanner.

Margaret: Right.

Greg: And that kind of small business, it's kind of what you might call a tipping point between retail and direct distribution. And currently there is one scanner out there that has really been dominating this section for quite a long time.

Margaret: And who would that be?

Greg: That is the Xerox DocuMate 510.

Margaret: Okay.

Greg: This scanner also sells for \$349.

Margaret: Okay.

Greg: It's only a 600-dpi scanner, even on the flatbed part of it, so you've got that going against it right there.

Margaret: Right.

Greg: Plus, it's only 10 pages per minute.

Margaret: So it's half the speed and half the resolution.

Greg: Exactly. On top of that, it's only Windows compatible.

Margaret: Oh, so I guess by that you're implying to me that the WorkForce GT-1500 is Mac compatible.

Greg: Yes, it's absolutely Macintosh compatible, which that's one thing that we're trying to make sure that all of our new document scanners are going to be Macintosh compatible, because even though Mac is still not as big in the overall computer market, with the introduction of the Intel-based Macintosh, you have a lot more people moving towards Macintosh for their business use, especially if they're in the more creative arts – you know, music and television and places like that, because now with the Intel-based Macintoshes, it's a lot easier to go between Windows and Macintosh. You have Boot Camp, you can run Windows on your Mac.

Margaret: Right.

Greg: So you no longer kind of have this Windows is only business and Mac isn't sort of situation.

Margaret: Right.

Greg: And we're going to make sure that all the new document scanners are Macintosh compatible.

Margaret: So that's great. So ours is Mac compatible and you mentioned the Xerox is not. It's Windows only.

Greg: Exactly, Windows only, much slower – only 10 ppm versus our 20 ppm – doesn't have ReadyScan.

Margaret: True.

- Greg: So you don't have to wait for a warm-up time. It uses a standard CCFL light source.
- Margaret: And what is CCFL?
- Greg: Cold cathode fluorescent lamp.
- Margaret: And that has the tendency as it warms up throughout the day to change colors, right?
- Greg: Well, not so much colors throughout the day but over the time of its life.
- Margaret: Okay.
- Greg: As it gets older it will kind of shift from maybe a bright white to maybe a little bluish, maybe a little reddish.
- Margaret: And that all affects your scans.
- Greg: Absolutely, absolutely. After, you know, five, six years down the line, the scanner might be a little reddish tint to it.
- Margaret: Right.
- Greg: As opposed to the nice bright white that it was before.
- Margaret: And?
- Greg: You're not going to have that problem with ReadyScan because the ReadyScan LEDs are going to stay a nice, bright, consistent white light the entire lifetime of the scanner.
- Margaret: Right, and the cold cathode fluorescent lamps have mercury in it, isn't that right?
- Greg: They do.
- Margaret: Okay.
- Greg: And they have to wait for them to warm up. In order to use the scanner they've got to get to that bright white light, so you've got to wait for that to happen before you can even use it.

Margaret: Right. So we have a distinct advantage over that Xerox not only in the features of the product but in the compatibility as well.

Greg: Absolutely.

Margaret: So, Greg, when will our folks that are listening to the podcast start seeing this in the stores?

Greg: Well, the scanner shipped on June 24th.

Margaret: Okay.

Greg: And most likely, because this is a document scanner, more business focused, a lot of your stores you're going to find it on the store Web site before you're going to see them on the store shelves.

Margaret: Okay. That makes sense. Very good.

Greg: When you're at your store, if someone is looking for the scanner, they've heard about it, very likely you'll want to direct them to the store Web site first to be able to order it there. And then later on, as the year goes on, we'll probably be seeing it on some store shelves, too.

Margaret: Well, that's very good. I guess now this means that the in-store folks now have an offering from Epson that they can make the people who really need a fairly serious business scanner as opposed to offering them a photo scanner that has an automatic document feeder on it.

Greg: Exactly. For the small business and the home business user, this is going to be the scanner they really want to use for getting all those important documents into a digital format, stored away safely on their computers, made into PDFs, whatever they need to do with it.

Margaret: Great. Well, thanks so much for your time today, Greg. I know the folks are going to be really excited to hear about this.

Greg: I hope they are and thank you, as always, Margaret, for having me on the Epson Knoware University podcast. I love coming here.

Margaret: Well, and you're welcome anytime you want.

Greg: Oh, cool. I'll just hang out for the next three or four of these.

Margaret: Great.

(Jingle music)

Remember, you still need to take this month's podcast quiz in order to be entered into the weekly drawing for a \$500 American Express gift card. Every week, each unique Knoware University quiz you take and score 100% on gets you an entry into the weekly drawing.

To find the podcast quiz, visit the final exams section located in the Student Center of Knoware University. On the final exams page you'll see a special quiz listed for the July 2008 podcast, right below the link for the regular Knoware University quiz for July. Score 100% on the podcast quiz and you've got one entry into the weekly drawing. Be sure to take the regular Knoware University quiz to get an additional entry into the weekly \$500 American Express gift card drawing.

Well, that's it for this month's Knoware University podcast. Join us next month for another new Knoware University podcast with another Epson product expert and more chances to win great prizes. Until then, this is Margaret from Epson. Thanks for listening in and thanks for selling Epson.

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