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Imaging 411 Launches New Service Program for Scanner Resellers

Long Island, N.Y., July 9, 2010—Imaging 411, a national third party service provider, has announced a new maintenance program for resellers of Kodak, Fujitsu, Bell & Howell, Canon, Panasonic and other production scanner manufacturers.

According to Gary Armstrong, President of the NY based service provider, “We think the market is ready for an innovative and profitable program for VARs who want to provide service alternatives to the manufacturer. In this tough economy, customers are looking for value and they are looking for the flexibility not always found with the manufacturer. We have been successfully delivering that value to our customers since 2003 and now we are ready to expand that program to the reseller community.”

The *Inspired Service VAR Program* (ISVP) allows resellers the ability to utilize Imaging 411’s outstanding support team to deliver a full suite of service options (including warranty uplifts, 4 hour on site and 24x7 coverage) at a better value than the OEM’s, deep discounts off the OEM price and a program that typically delivers as much as twice the margin to the reseller compared to the major manufacturer’s programs. The program is unique in being the first to feature the protection of Deal Registration for the VARs, something many of the resellers have been clamoring for but not offered by the major manufacturers. “We have had outstanding service and customer satisfaction at all our Imaging 411 serviced accounts”, said William Hawthorn, Director of Field Services at Pomeroy IT Solutions in Camp Hill, PA. “They really have done a great job and the relationship has been very profitable for us as well.” The program also offers robust margins, backend rebates and marketing development funds based on annual volumes.

About Imaging 411

Imaging 411 is the exclusive national distributor and service provider for Hitachi scanners and also has provided national onsite service for many popular document scanners including Fujitsu, Kodak, Canon, and Bell & Howell since 2003 using a nationwide network of their own factory trained field service engineers. Check the website for information about service programs as well as Hitachi scanners. www.Imaging411.com or www.hitachiscanners.com

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