

# Services & Custom Development

Providing Comprehensive Driver Development and Services



Printer OEMs around the world use Software Imaging developer kits to accelerate their printer driver development. Today, we also provide that experience by delivering training, consultancy and fully tested printer driver solutions to OEM specification. Use our expertise to bring value to your business.



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Providing Comprehensive Driver Development and Services

Software Imaging has gained a worldwide reputation for quality printer driver development. Through our imaging services business you can take advantage of hundreds of man-years of experience that can be applied to your driver's quality, performance and feature set requirements.

Today, Software Imaging has the widest portfolio of imaging technologies for all types of customers.

#### Existing NRE Customers Include:

- Hewlett-Packard
- Canon
- EPSON
- Konica Minolta
- Oki Data
- Lexmark
- Panasonic
- Microsoft
- Xaar
- Zoran

#### Primary Areas of Expertise:

- Intellectual property licensing
- Custom driver development
- Driver Consulting
- Driver testing services
- Color consulting
- Unidrv development

## The Leader In Driver Technologies for Over 16 years

Software Imaging has been in the Windows driver business since the days of MS-DOS and OS/2. Over the last sixteen years we have established ourselves as the premier supplier of driver technologies leading the market in color imaging. Today Software Imaging is the largest independent developer of imaging technologies in the world and we supply technologies to some of the worlds largest OEM suppliers.



### Driver Development

Given a detailed specification, Software Imaging can deliver completed end-to-end developments to OEM requirements. In addition we are able to work with the OEM in developing suitable specifications that target individual market segments. Both these types of work have been undertaken many times in the past with great success demonstrating our capabilities in this area and providing Software Imaging with an unparalleled range of customers and successful driver implementations. Our customer list contains all tier-one vendors in the printing industry. In addition we have supplied solutions for OEMs with other specialist needs and requirements not catered for by other vendors.

### Driver Consulting

Our consulting projects can be viewed as ongoing partnerships with various customers. These partnerships focus on technology and special customer requirements. A common activity is performance profiling which ensures competitive performance through a close working relationship with the customer and other 3rd parties to help make the OEMs printing solutions the fastest possible. Other projects have included a review of customers technologies that are not performing competitively when compared with other vendors. These projects allow us to advise customers on how best to increase performance regardless of the specific technologies in use.



### Patents & Innovations

Software Imaging's growing set of patents and technologies in the area of secure printing has led to us gaining a strong reputation as experts in this area. Software Imaging's OEM customer requirements for secure printing solutions continues to drive innovations in this area. Additionally our experience in imaging pipelines, color and halftoning has assisted in our work with agencies trying to drive a reduction in digital counterfeiting.

## Case Studies of Software Imaging Technologies



### Case Study: Color Inkjet (GDI)

In the early 90's, our groundbreaking PrintMagic™ imaging technologies enabled EPSON to deliver a market leading high resolution inkjet product enhanced with leading halftoning and color management technology. PrintMagic proved to be a major differentiator for EPSON putting their products beyond all their competitors at the time. This early advantage led to EPSON's subsequent growth and strong reputation for color and halftoning quality in the growing inkjet marketplace.



### Case Study: Color laser (PCL 5c)

Software Imaging partnered and pioneered with Hewlett-Packard on the first models of the Color LaserJet, following on with driver technologies for later models such as the LJ 4500 and most recently the LJ 1500 entry level lasers. Hewlett-Packard licensed PCL 5c drivers from Software Imaging for Windows 32. These drivers were the first 5c drivers available in the market and set new standards in performance and color fidelity.



### Case Study: PCL XL Color

Software Imaging's color lead was further emphasized during 2000 by delivering color PCL 6 driver technology a full 24 months before Hewlett-Packard released drivers to the marketplace.



### Driver Testing Services

Software Imaging also has extensive experience in the delivery of testing services for device drivers. These services can be utilized by OEMs to ensure that their products are fit for purpose in multiple geographic regions and target markets. Many customers wishing to target the Japanese, Chinese, Korean markets for example employ our packaged testing services to ensure that device and driver combinations are competitive. Although services can be designed to meet exact customer specifications, Software Imaging also provides a simplified quality assurance process by providing three standard test package options.

1. Standard driver testing
2. Network driver testing
3. WHQL testing

(See back of brochure for more details)



### Color Consulting

In the last two years, Software Imaging has responded to customer pressure by providing specialist color consulting services. Some of these services use Software Imaging technology while other activities support customers in the improvement of their own intellectual property and developments. Software Imaging can license technologies and patents to enable customers to achieve leading color fidelity and halftone quality even for high speed printing environments. In addition, our color technology is packaged in such a way that it allows us to turn round multiple color calibrations on photo-inkjet systems within days. No other calibration system can match these capabilities.



### Unidrv Development

Software Imaging have a strong and established relationship with Microsoft on Unidrv. As part of this relationship, we are contracted to work on the core rendering portion of Unidrv addressing performance issues and failures. In addition Unidrv driver development services can also be provided for those customers who require something simpler than a full custom driver (usually for inclusion on Microsoft Windows distribution CDs). Software Imaging provide driver development services on Microsoft Unidrv and Adobe Microsoft PSCRIPT technologies allowing OEMs to focus on adding value into custom drivers or other developments. As with our other driver developments, we work from a detailed specification, providing customers with advanced solutions to their specific requirements.

### Standard Driver Testing

This test package delivers a detailed test report incorporating recommendations for suggested improvements in usability and/or feature set.

The test set covers a full test of: the driver user interface functions and behavior; the standard Windows installation; the default print output; a range of tests of problem application settings and a full font test print. At the end of the project the customer is supplied with a detailed report of the testing and a summary of the findings. The standard test suite can be delivered for different languages including English, Japanese, Chinese (Traditional/Simplified) and Korean. There is no requirement for the customer to draft a detailed specification for this test required for this service. Typical time period is 2 to 7 weeks depending on the driver.

### Network Driver Testing

Driver testing normally puts the emphasis on the testing of driver functions on client operating systems with limited network printing. However, as Microsoft and third parties expand the range of networked environments and operating system extensions there is a wide range of solutions that OEMs need to target in order to ensure stability in the field. Environments that are normally tested include Windows Server 2003 and 2000, Windows NT 4.0, Terminal Services and Citrix MetaFrame. In addition this list can be extended to support Windows Cluster Services, Novell NetWare and Samba. These tests incorporate: different installation options and configurations; driver operation and user interface; different print path tests; special feature driver behavior and validating correct behavior in other optional operating system environments.

### WHQL Testing

This service is designed to perform pre-WHQL submission testing and validation for the OEM. Validation can also be performed that confirms the suitability of the driver for WHQL signing even if the printing tests appear to be sufficient. A full report is provided to the customer with any recommendations for change.

### About Software Imaging

Founded in 1989, Software Imaging is the world's largest independent supplier of Printer Driver Technology, Embedded Systems, Consumables Applications and Professional Services. Software Imaging is at the forefront of global innovation in printing and imaging software, and has licensed technology to a long list of device suppliers. Customers include Canon, EPSON, Hewlett Packard, Konica, Lexmark, Microsoft, Océ, Olivetti, Ricoh, Samsung, Sharp, Toshiba, Xerox and many others. Software Imaging is also the Microsoft development partner for Unidrv.

### Contact Us

Contact us today to discuss how our services and custom development can help you bring your imaging device to market on-time and under budget. For more information:

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