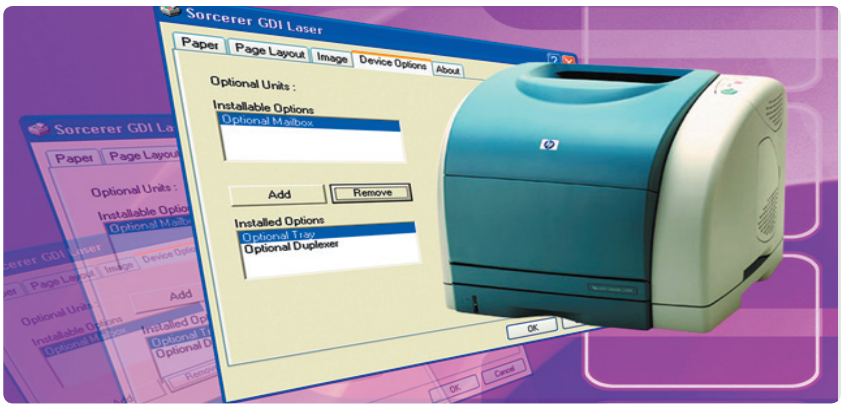
Performance Laser Drivers

Sorcerer™ Monochrome & Color Raster Laser Solutions

Laser drivers built using the Sorcerer single source development environment (SSDE) deliver the performance, quality, and the flexibility required to support high page per minute raster-based laser devices.



Highest Performance For Raster-Based Lasers

This addition to the Software Imaging technology portfolio extends the reach of Sorcerer from classic inkjet and dye-sublimation devices to the latest high speed laser devices. The technologies included demonstrate high speed raster performance printing to both JBIG and non-JBIG based firmware. In addition new halftoning flexibility is provided and is similar to that deployed in high-end print production systems. This means that halftoning output is exceptional and may be tuned to your device characteristics. The raster laser support utilizes Sorcerer to bring performance-tuned modules delivering maximum throughput to the solution, thereby enabling laser devices to run at optimum engine speeds.

Features & Benefits

Multiple Operating System Support from a Single Source:

- Reduces the cost of developing for multiple platforms
- Greatly reduces time to market
- Reduces production costs
- Lowers cost of support and maintenance

Flexible OEM/ODM Driver Options:

- Extensive range or user interface choices
- Configurable job finishing options enables product differentiation

Industry Leading Print Quality:

- Dedicated calibration ability

High Performance Driver Core:

- Providing Software Imaging Better Ordered Screening
- Enabling JBIG encoding

Multi-Language Support:

- Designed for internationalized drivers
- Multiple region support: Europe, Asia, Middle East

WHQL Ready:

- Drivers are easy to "Microsoft sign"

Raster laser devices are increasingly targeted at the consumer and SOHO markets because of the limited processing power and memory requirements of cost-related devices. It is essential that the host based printer driver performs with maximum efficiency, thereby enabling the device to run at higher print speeds.

Sorcerer laser drivers are particularly well suited to an environment that requires both high speed and high print quality. In addition to raw performance, Sorcerer offers OEM developers an extensive range of user interface options and printer driver features that enable raster laser devices to be used for Enterprise use as well as SOHO applications.

Comprehensive premium signable Windows Vista support is standard in Sorcerer, ensuring you get the best market opportunities for your drivers.

The driver user interface is built graphically within the Sorcerer tool, allowing an OEM developer to completely visualize the finished dialogs as they are being built. Advanced controls may be added for facilities such as physical device options (mail sorters, optional trays etc.) through the use of action lists and control dependencies.

AutoEZ-Cal™ (AEC), a utility within Sorcerer, allows the highest quality calibrations to be performed in a matter of hours. Supporting a wide range of configurations, AEC performs K, CMY and mixed CMYK calibrations to the most exacting standards. An OEM developer has full control over how both text and images are printed, allowing pure black to be used to the best effect within mixed documents.

SOFTWARE IMAGING™

Maximum Performance

The core of the Sorcerer-based laser driver delivers high speed operation. The spooling process has been tuned to generate an optimized, indexed display-list/journal file. Operating discreetly in background mode, the driver provides an extremely fast return to application that allows the end-user to continue with their work without imposing a heavy processing drain on the host system. The nature of the indexed journal also allows last-to-first page output as simply as first-to-last. It is also possible to start printing as soon as the first page is ready (print while RIP) thereby enabling maximum throughput.

Quality Output

Print quality and device performance are two areas that often have opposing requirements. With Sorcerer, however, the OEM developer has the option of employing a range of halftone methods that may be tailored to meet the exact requirements of the target device. The parameters for traditional angled screens may be entered directly into the Sorcerer application or, alternatively, an advanced halftone method such as Error Diffusion or Stochastic screening may be enabled. This halftoning can be utilized in the raster driver or deployed in the firmware of the device (available through Software Imaging's ColorCore product).

Software Imaging Stochastic Screening (SISS) is the latest addition to the Sorcerer toolkit and is an advanced stochastic screening method that delivers the quality of Error Diffusion in a fraction of the time. This has been optimized for laser-technology and can be combined with ordered screens to meet OEMs output quality requirements.

Lossless Compression

Having generated a high quality print file it is vital that the data is passed to the device in the most efficient manner. Sorcerer can compress this data via various techniques, and optionally includes support for a high performance JBIG encoder for devices supporting JBIG.

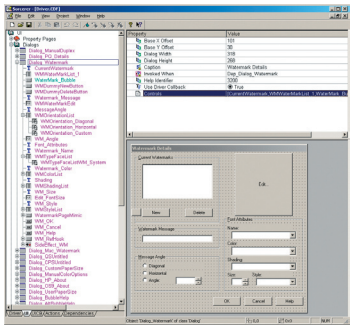
Built to comply with international JBIG standard, the Sorcerer implementation offers lossless progressive context-based compression. Data is compressed 'on-the-fly' from the application and does not require a full page of data before the compression begins. Further advanced optimization techniques also provide maximum compression allowing efficient data transfer to the device, improving performance.

Desktop Power

Print Direct is a modular feature, allowing users to simply drag-and-drop files to a desktop icon representing their printer. It has a full HTML page available that may be branded to specific OEM requirements. Additional HTML links are enabled from the Print Direct page in order to direct the user to the relevant OEM support or sales web site. For example automated consumables ordering may be implemented by using this facility. In addition, Print Direct can automatically link directly to in-device web servers and allows easy device configuration and status checks.

Sorcerer UI Development

Sorcerer includes a powerful User Interface (UI) development tool capable of providing a fully customized design.



Within the powerful Sorcerer UI development

Printer Driver Excellence

When developing a host based printer driver to support a high page count raster laser device, it is no longer necessary to compromise quality for performance; Sorcerer delivers industry leading solutions for both areas. Typical target devices support JBIG or other compression and download formats. Delivered as a single source development environment that emits drivers for Windows Vista (XPS Drv), Windows XP x64 edition, XP, NT4, 2000, Me, 98SE, 98, 95, Mac OS X, OS 9 and Linux (Intel distributions), the Sorcerer laser solution represents the best solution available within the software imaging industry.

About Software Imaging

Software Imaging is well respected as one of the most influential and reliable technology providers in the print and imaging industry.

For over twenty years the company has been at the forefront of global innovation in print and imaging software, delivering significant time-to-market and cost advantages to customers through its Printer Driver Technologies, Embedded Systems and Specialty Applications. Software Imaging is the Microsoft development partner for Unidrv and with the launch of Windows Vista continues to work with Microsoft on the new XPS document format.

SOFTWARE IMAGING

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