

New Product Launch

DATE: MONDAY MAY 31, 2004
TO: CANADIAN SALES TEAM
FROM: PAMELA SMALEC — MARKETING/TRAINING COORDINATOR
SUBJECT: NEW PRODUCT LAUNCH — DANKA POWER FILTERS BY ESP



NEW!

Danka Power Filters by ESP



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The most highly endorsed power protection products are now the first with Cat 5 Certified Network Protection Circuit. Developed according to the TIA/EIA-568-B Standard, the ESP power filters eliminate transients (voltage spikes) in all network configurations.

BACKGROUND

Ground noise must be eliminated for digital systems to work properly. Each day in offices everywhere, systems crash, error codes and lock-ups mysteriously materialize, and re-boots are par for the course. The culprit is ground noise; electricity that is not compatible with the sophisticated circuitry of digital and multi-function equipment.

- Field engineers know that ground noise is responsible for most logic malfunctions, causing more jams, mis-feeds, and lock-ups than any other source.
- It cannot be fixed by software upgrades or replacement circuit boards.

ESP power filters are endorsed by both Canon and Toshiba and recommended for every MFP placement.

PRODUCT OVERVIEW

The **Danka Power Filter by ESP** can reduce ground noise to manufacturer's specifications. The **Danka Power Filter by ESP** features a revolutionary detect and correct system to eliminate ground noise. The two-step process first detects the power line and verifies that it is properly wired. Then, it corrects ground noise levels by engaging the patented Zero Voltage ground circuit.

BENEFITS

- Safeguards sensitive equipment, boosting productivity and protecting revenues.
- Increases up-time by upgrading to computer-level power
- Protects data by eliminating harmful ground noise
- Extends equipment life by protecting your digital equipment from unfiltered power
- Boosts reliability by removing the biggest cause of jams, mis-feeds and lock-ups
- Lowers ownership costs by safe-guarding sensitive circuitry and network and Internet/modem connections

WARRANTY

ESP warranties the repair or replacement of your electronic equipment under **ESP's Catastrophic Equipment Protection Guarantee**. **ESP** guarantees that if your electronic equipment, as well as the **ESP** device, is damaged due to a severe power surge or lightning hit, **ESP** will cover the repair or replacement of your equipment at no cost to you.

COMPETITION

SmartPower, Panamax, APC.