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# Press Release

## **MICROPLEX announces entrance into the Thermal Label printer market, for the America's.**

MICROPLEX-USA introduces the LogiJet Series, line of industrial Thermal Label Printers, offering PCL5e® emulation in 4", 6", 8" and 10.5", print widths.

### **Bedford, Ohio – May 2, 2011;**

"MICROPLEX-USA has entered the Thermal Label Printer market, with a serious offering of 4", 6", 8", 10.5" wide Thermal Printers, that include the print industry standard, PCL5e LaserJet® emulation. MICROPLEX's LogiJet Series Printers come standard with 300DPI print resolution, Ethernet, Parallel, USB interfaces, rugged construction, and with easy-to-use design, at affordable and competitive pricing. The LogiJet Thermal Printers do not require hard to support, proprietary print drivers or languages. If you are capable of printing to a normal desktop printer, than printing labels on our LogiJet Thermal Printers are just as easy" offers Scott Neilson, Product Manager, of MICROPLEX.

"MICROPLEX incorporated the same Print Controller (MPC) technology used with our continuous-feed Lasers Printers, into our Thermal line of Printers. This allows printing of graphic images, changing of formats, utilizing multiple fonts and various barcode Symbologies, at full print speed. The LogiJet line of Thermal Printers, process and print data as it arrives, no pre-formatting, no special drivers and no use of middleware. Our competitors download fields as a "forms overlay" rather than just sending the variable data, in order to achieve full print speeds. The LogiJet PCL5e® emulation offers direct printing from your Application, a must have for SAP® users! NO MIDDLEWARE, NO LABEL DESIGN SOFTWARE, and NO SPECIAL DEVICE TYPE, are required! Need to create a barcode label in SAP? Just use SAPscript® or SmartForms® and output directly to the LogiJet line of Thermal Printers, which include JetCaps® emulation" continues Mr. Neilson.

All MICROPLEX Printers utilize our exclusive technology, Simultaneous Emulation Management (SEM)™, which allows for PCL5e® and two other emulations to be active at the same time. We can support your current legacy Zebra® ZPL®, Printronix® IGP®, Datamax® DPL® Printers and at the same time, provide a concurrent path to the future PCL5e® emulation. In addition MICROPLEX Printers utilize our exclusive, Simultaneous Interface Management (SIM)™ technology, offering "all interfaces are active" at the same time. The SEM™ and SIM™ technologies allow for one Printer to be connected to and communicating with, multiple system platforms, concurrently.

**MICROPLEX Printware Corporation**, is a Bedford, Ohio, based Printer Manufacturer and is a leader in continuous form non-impact Printers, for mid-range production applications and is now expanding product offerings with serial matrix, impact printer products. MICROPLEX products are available worldwide from very experienced Channel Partners and MICROPLEX has offices in Germany, France, Canada and the USA. For more information please call, 1-877-997-6543 or visit the company website: [www.microplex-usa.com](http://www.microplex-usa.com)

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