

Redmap Announces latest release of Re-Rite.

Latest release of Toshiba OEM product Re-Rite the first time the products sole focus is not OCR document conversion.

Sydney, Australia – January 2010

Redmap announced today that the latest version of Re-Rite, version 6.2, is available. Re-Rite is sold in conjunction with Redmap OEM brand partner Toshiba worldwide to enhance the scanning capabilities of the Toshiba e-STUDIO device.

Re-Rite allows Toshiba customers to scan to common Office based documents such as Word and Excel and also to Text Searchable PDF.

Version 6.2 adds :-

- * PDF Security
- * PDF/A
- * Form output (Word, PDF)
- * Job Batch splitting (by barcode, defined page count)

The roadmap into the future, will focus on scan centric –workflow functionality such as the ability to split large batches of documents and route them based on barcode.

Redmap sees the eventual *embedding* of additional scan functionality at the device as the key for the market to finally embrace document management en masse.

“What we know is that the MFD manufacturers have an appetite to sell software coupled with their MFD’s and that DM has been a primary focus. Unfortunately, market penetration and sell-through has been slow to develop for a variety of reasons. However, we believe that with hardware manufacturers embracing the strategy of embedding upgraded scanning functionality this will begin to change”, Redmap CEO Ben Woolley said.

Re-Rite has been distributed by Toshiba in Australia for almost 5 years and has been a sales and marketing success since its inception.

National Manager - Marketing for Toshiba Australia Electronic Imaging Division, Peter Parry is a strong advocate for a combined Software/Hardware strategy. “Re-Rite, combined with the capabilities of our e-STUDIO MFD’s has won Toshiba thousands of new sites across our territory. It has been a key part of our ongoing evolution as we transition our business from hardware to a Professional Services model”

Closing comment comes from the Redmap CEO.

“We are really excited about this release as it marks the beginning of our strategy to move away from solely focused OCR product for the market. As scan connectivity rates for the MFD market continue to increase worldwide we wanted to provide more differentiation than just being able to scan to Word or Text PDF”, said Woolley.