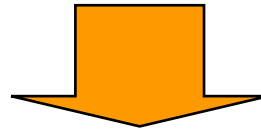


Introduction to EG PDL Printing Solution - DocRIP

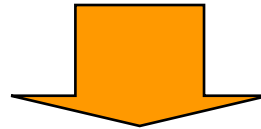


Printer Market Background

- **Economy Recession.**
- **Tough Competition from Samsung and HP.**
- **End-Customer Expectation.**



Price and Margin Erosion



Looking for Low-Cost Solutions

EG DocRIP Focuses on Two Product Segments:

Mono

Sub 35-PPM

Printer-Based Products

Color

Sub 30-PPM

Printer-Based Products

1. For both Laser Products and Inject Products.
2. EG DocRIP completely meets both the quality and performance requirements for the designated Printer-Based Products.



- EG-DOCRIPTM PCL 5 Emulation.
- EG-DOCRIPTM PCL XL 3.0 Emulation.
- EG-DOCRIPTM PS3 Emulation.
- EG-DOCRIPTM Direct PDF.
- EG-DOCRIPTM Direct XPS.

DocRIP Porting Business Model

- We Port the PDL for the Customer.
- Only Porting NRE.
- No License Fee.
- No Royalty.

- **EG DocRIP is the Lowest-Cost PDL Solution Worldwide.**
- **EG offers the hassle-free PDL porting service:**
 1. EG deliverables will completely meet with the customer's quality and performance requirements.
 2. No customer effort is expected.

Porting NRE Price Guideline

| Item | Porting NRE |
|--------------------------------------|---------------|
| Mono (PCL 5E + PCL XL + PS3) | \$185K |
| Color (PCL 5C+ PCL XLC + PS3) | \$230K |

- A 12-month warranty is guaranteed.
- Porting NRE is product-based.
- For a series of products with similar printing architecture, porting NRE can be partially deducted.
- For PDF and XPS, each is \$60K and \$80K for mono and color, respectively.

| Item | Conformance | Resident Font | Support. |
|---------------------|-------------|-----------------|--|
| PCL 5C Emulation | HP 5C + GL2 | 45 TrueType | <p><u>OS Support</u></p> <ul style="list-style-type: none"> - VxWorks. - Thredex. - Embedded Linux. <p><u>CMM Support</u></p> <ul style="list-style-type: none"> - CMM by Objects. - Agfa CMM. - Customer CMM. <p><u>Font Support</u></p> <ul style="list-style-type: none"> - Monotype Imaging. - BitStream. |
| PCL XLC Emulation | HP XLC 3.0 | 45 TrueType | |
| Color PS3 Emulation | Adobe 3010 | 35/136 TrueType | |
| Color PDF Direct | Adobe 1.7 | 15 TrueType | |
| Color XPS Direct | MS XPS V1.0 | None | |

For Color Products

RAM Requirement (Simplex Printing)

| Item | Working Memory |
|---------------------|------------------------------|
| PCL 5C Emulation | 8MB (Min); 16MB (Recommend) |
| PCL XLC Emulation | 8MB (Min); 16MB (Recommend) |
| Color PS3 Emulation | 16MB (Min); 32MB (Recommend) |
| Color PDF Direct | 16MB (Min); 32MB (Recommend) |
| Color XPS Direct | 32MB (Min); 64MB (Recommend) |

ROM Requirement

- PCL 5C + PCL XLC + PS3 < 3.0MB (Font not included).
- PCL 5C + PCL XLC + PS3 + PDF Direct < 4.0 MB (Font not included).
- In case of adding XPS Direct, it is 5.0 MB.

- **Real Multi-Task Supporting**

- Enable Multi-PDL Parsers For Difference input-Ports
- Enable Multi-CPU For Synchronize-Running

- **Flexible API Design**

- Flexible I/F With RTOS/Printing-System
- Flexible I/F For Fonts/CMM Customization
- Flexible Supporting for Product Differentiations

- **Modularization Design**

- Smaller Foot-Size
- Smaller Working Memory Requirement

For Printer-Based Products, the PDL quality level requirements are usually:

1. QualityLogic ATS = 100%.
2. QualityLogic FTS > 95%.
3. QualityLogic CET > 85%.

EG DocRIP Quality Level:

| Item | Quality Logic ATS | Quality Logic FTS | Quality Logic CET |
|---------------------|-------------------|-------------------|-------------------|
| PCL 5C Emulation | 100% Passed | 96% Passed | 89% Passed |
| PCL XLC Emulation | 100% Passed | 97% Passed | 91% Passed |
| Color PS3 Emulation | 100% Passed | 95% Passed | 88% Passed |
| Color PDF Direct | 100% Passed | N/A | N/A |
| Color XPS Direct | 100% Passed | 96% Passed | N/A |

EG DocRIP PPM Estimate

| Device Configuration | Mono Printer 600*600dpi 1 Bit | Color Printer 600*600dpi 1 Bit |
|-------------------------|--|---|
| CPU | <ul style="list-style-type: none"> • ARM 9 (300MHz) • Drystone: 300 MIPS | <ul style="list-style-type: none"> • MPC7410 (400MHz) • Drystone: 968MIPS |
| Memory Bus | <ul style="list-style-type: none"> • DDR 2 300MHz • Bus Width 16 bit | <ul style="list-style-type: none"> • SDR 133MHz • Bus Width 64 Bit |
| DDR | 32MB | 64MB |
| PCL PPM | 90 PPM | 70 PPM |
| PS3 PPM | 76 PPM | 59 PPM |

Note: There is neither DSP nor HW accelerator associated.

Benchmark Machine: Fuji-Xerox DocuPrint C3210

1. 400 MHz + Tsubasa co-processor
2. 128MB RAM
3. PCL 5C, PCL XLC, Adobe PS3, and FX-PDF

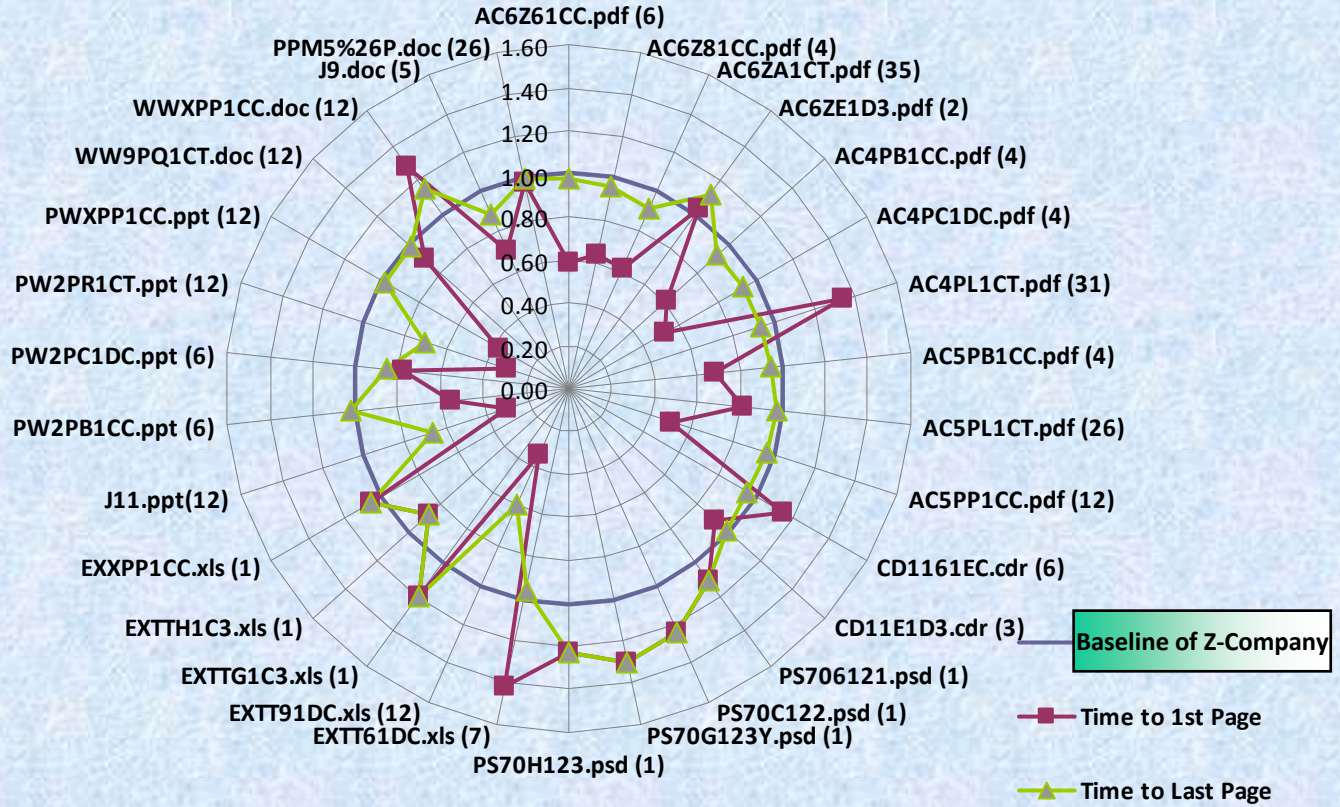
EG DocRIP Platform

1. ARM9@300MHz
2. 128MB RAM
3. PCL 5C, PCL XLC, PS3, and PDF
4. Mono 25/Color 5 PPM Engine

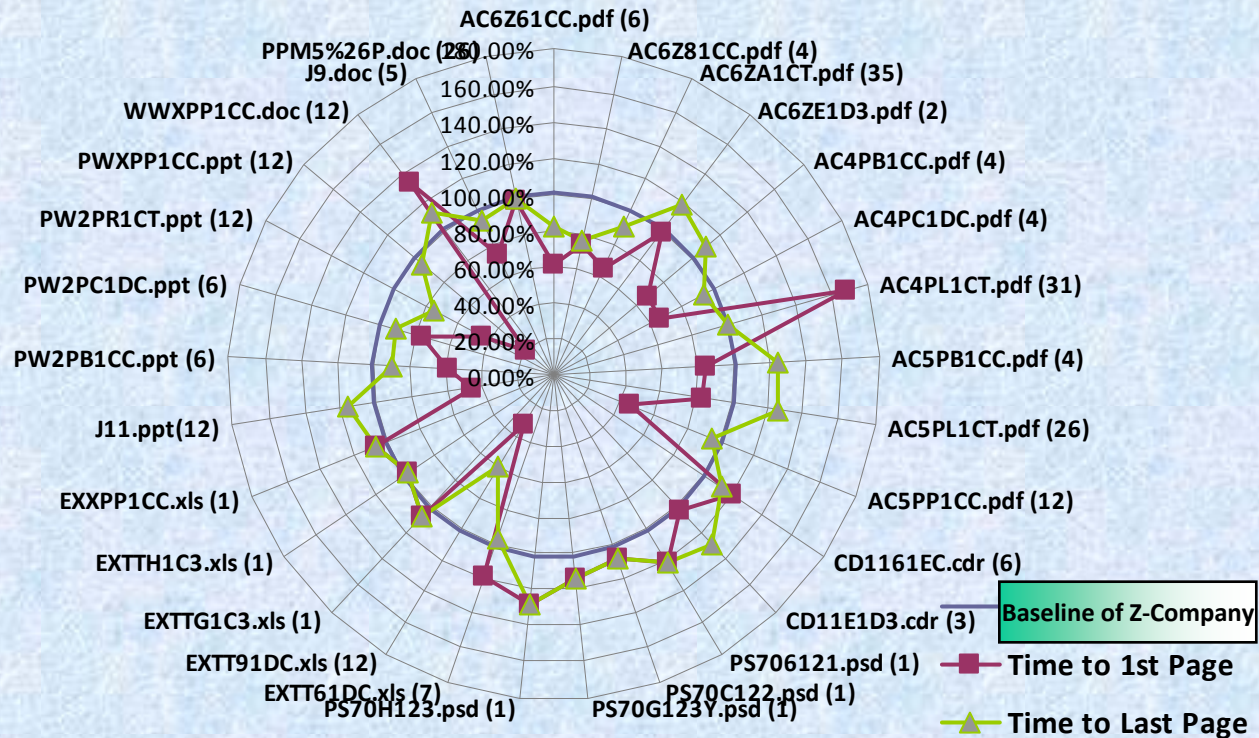
Select 30 files from QualityLogic ATS

| Item | EG Total Printing Time / FX Total Printing Time |
|---------------------|---|
| PCL 5C Emulation | 96.51% |
| PCL XLC Emulation | 99.31% |
| Color PS3 Emulation | 92.58% |
| Color PDF Direct | 76.55% |

Performance Radar Chart for PCL 6C



Performance Radar Chart for PCL 5C



Hardware Platform

1. ARM11 333MHz Platform
2. 128MB RAM

Select 30 files from QualityLogic ATS

| Item | Benchmark Data |
|----------------------------------|----------------|
| Z-Company PS3-PDF / Z-Company XL | 164.82% |
| EG PS3-PDF / Z-Company XL | 149% |
| EG PS3-PDF / Z-Company PS3-PDF | 85% |

Japan distributor

Elecraft Inc.

www.elecraft.jp

No.1-5-4-602, Yaesu, Chuo-ku, Tokyo 103-0028, Japan.

Mr. Kiyota Yogo yogo@elecraft.jp

(TEL) +81-3-3517-6207 (FAX) +81-3-3517-6208

EG Contact Window

Richard Yeh

richard.yeh@embeddedgeneral.com

Product Marketing V.P.

(Mobile) Taiwan: +886-983-561965

China: +86-1391-168-2395

Embedded General Inc.

www.embeddedgeneral.com

Beijing, China Office

Room505, No.5, Gui Gu Liang Cheng,
No.1 Nong Da South Road,
Haidain District 100085, Beijing, PRC

(TEL) +86-10- 82894218

(Fax) +86-10- 82893173