

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

4003 Wood Street ● Erie, PA 16509 ● PH (814) 866-2247 ● <http://www.documentimagingreport.com>

August 30, 2019

New High-Speed Scanner Addresses Market Niche

Remember Photomatrix scanners? Neither did I until they were brought up in conversation recently by Guillermo Chavez Ferrer, the chairman of **Buserdi**, a large document imaging service bureau based in Mexico City. Buserdi actually utilizes several updated Photomatrix Vision Series scanners in its operations today.

In addition to running a service bureau, Ferrer, who has an engineering degree, is bringing to market a high-speed scanner line targeted at the archiving industry. He is marketing it under the acronym HEDS, for "high-end document scanner." Not coincidentally, the design is similar to the Photomatrix devices— with an open track vacuum powered transport designed to move documents through the scanning process without their making physical contact with rollers or pinchers. There are versions available with or without an ADF, with the ADF version rated at 200 ppm at 300 dpi.

"At a list price starting at \$70,000 for the ADF version, we think we are filling a gap in the market," said Chavez Ferrer. "If you look at the highest end non-open-track scanners, they only go up to 210 ppm. From there, you jump to an ibml or BancTec open track model, which is considerably more expensive than what we are charging."

We noted that the OPEX Falcon might also fall into competition, but Chavez Ferrer explained that his devices are not necessarily being targeted at mailroom-type applications that include the sorting features of a Falcon. "In the initial generation, we are not including any sorting pockets," Chavez Ferrer said. "We are positioning ourselves as focused on high image quality."

What does this mean? Chavez Ferrer has been working with the **U.S. Library of Congress** to receive certification on the output of his devices. "Archivists want reliable archive-quality images," he said. "If you look at grayscale thresholding technology, for example, it can create better images for certain purposes, but you are altering the image, so it's not archival."

"It's also not enough to say that an image is 300 dpi, because it might be completely out of focus. Archivists want to talk about effective dpi, which involves measuring image quality vs. a known target. The Library of Congress will evaluate your device based on their standard guidelines for meeting a target. Properties of the target include making sure your reds match their reds, for example. They measure things like sharpness and noise and then give you one to four stars based on your results."

Chavez Ferrer indicated that his new scanners have

achieved up to three stars and that he is now fine tuning them to improve consistency. The devices incorporate image processing boards from German manufacturer **BAP Image Systems**. Chavez Ferrer began working with BAP when he converted his Photomatrix scanners from bi-tonal to color. **Scan-Optics** bought Photomatrix in 2002.

The HEDS devices feature some innovative imprinter functionality, which enables it to reset to zero during a batch. Chavez Ferrer sees a place for both models of HEDS within organizations. "My experience is that about 80% of everything you receive, you can probably run through an ADF, but about 20% are more fragile documents that you want use a hand-feeder for," he said.

Chavez Ferrer is looking to market the HEDS devices primarily in North America and Europe, as (in accordance with our inforSource numbers) Mexico and other Latin American countries are not hotbeds for higher volume scanner sales. He is currently looking to form partnerships with distributors and resellers. He plans to include perpetual training (to account for personnel changes) as part of his go-to-market plan.

For more information:
<https://heds.com.mx/ingles/>