

MORE THAN JUST PRINTERS: LEXMARK SMARTSOLUTIONS AUTOMATE OFFICE TASKS

- SmartSolutions enhance Lexmark AIOs, allowing small businesses to customize solutions and increase their productivity

Small businesses looking to optimize electronic processes often face the choice between low-cost, out-of-the-box offerings and expensive customized solutions. The three inkjet all-in-one (AIO) devices – [Interact](#), [Prestige](#) and [Platinum](#) – from Lexmark International, Inc. (NYSE: LXX) offer a superior alternative. Lexmark SmartSolutions automate multi-step processes, previously performed step by step. A range of SmartSolutions are available from Lexmark that support companies in making their document-based operations far more efficient. These additional applications are available for free download at <https://smartsolutions.lexmark.com>.

This Lexmark online community also presents detailed information about the individual SmartSolutions, explaining their benefits and which processes they can automate.

For advice on how small and medium sized businesses (SMBs) can take advantage of SmartSolutions, go to [Lexmark's YouTube channel](#).

"Using these SmartSolutions is so simple and intuitive that it requires no IT expertise at all," said Paul Rooke, Lexmark executive vice president and president of its Imaging Solutions Division. "Each user can save the functions that make their business more efficient on the touchscreen in the form of a quick menu and then perform frequently recurring tasks in as little as one step, saving the user valuable time."

INSTANT DOCUMENT DISTRIBUTION: SCAN-TO-E-MAIL

One example of the efficient functions SmartSolutions provide is *Scan-to-E-mail*. Specifically, a user can send an update of hard copy information, such as new collateral pieces or sales figures to a large number of colleagues. With the SmartSolution *Scan-to-E-mail*, he or she can create a freely selectable mailing list to which the scanned document is delivered directly by e-mail. That operation required several process steps until now. *Scan-to-E-mail* permits communicating a hard copy document to a predefined group by just pushing a button – without using a PC.

FAST SCANNING AND ARCHIVING OF PAPER-BASED DOCUMENTS: SCAN-TO-FOLDER

When installing the SmartSolution *Scan-to-Folder*, the directory location of the folder can be selected on a predefined computer. The icon for quick selection of this SmartSolution can be created on the touchscreen with a definitive name. Once the SmartSolution is installed, documents to be saved in this folder are scanned by a single button touch and are immediately saved in the predefined target folder.

SIMPLIFIED COPYING: ID CARD COPY

With the pre-installed function *ID Card Copy*, the front and rear of ID cards, such as a driver's license or medical card, can be copied swiftly and conveniently on just one side of a sheet of paper. The AIO first scans the front of the pass, waits until the original has been turned and then copies the front and rear on the same side of the paper.

INSTANT ACCESS: WEB-CONNECTED TOUCHSCREEN

Stock prices, weather reports or sports news: businesses can subscribe to whatever RSS feeds they want from the SmartSolutions center and have them downloaded directly to the touchscreen for display without using a PC.

These are just some examples of the variety of SmartSolutions Lexmark offers at <https://smartsolutions.lexmark.com> to help users automate complex process steps or access information quickly and efficiently. After registering, users can choose the smart functions they need and install them free of charge on their Lexmark Interact, Prestige and Platinum. Lexmark will continue to expand the range of its SmartSolutions offerings.

For more information, see the ["Lexmark" Facebook page](#) and the ["LexmarkNews" Twitter feed](#).

ABOUT LEXMARK

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2009, Lexmark sold products in more than 150 countries and reported \$3.9 billion in revenue. Learn how Lexmark can help you get more done at www.lexmark.com.

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