



HEAD-to-HEAD: A PRODUCT COMPARISON

With 10 years of industry-leading experience in robotics and digital media duplication, Rimage has now introduced a single-drive system specifically designed to meet the CD/DVD publishing needs of small to medium-size businesses. The Rimage 360i incorporates leading edge features to give published digital content a professional look and feel. It costs less to buy and less to operate than the leading competitor's system, while significantly outperforming that system.

RIGOROUS SIDE-BY-SIDE TESTING SHOWS THAT THE RIMAGE 360i:

- **Costs less — up to 45% less per disc**
(for same-quality disc printing)
- **Prints more — up to 130% more discs**
(per set of ink cartridges)
- **Prints faster — up to 200% faster**
(than the competitor's best system)

The Rimage system's sleek exterior is both stylish and ergonomic. LED indicators keep the user informed of system status. The system's newly designed, wizard-based software simplifies operation with four-click disc creation, on-screen reporting, real-time project tracking, and a user-friendly, drag-and-drop interface. And a tightly integrated label creation tool includes over 20 professionally designed, customizable, full-color templates.



The Rimage 360i

COST-EFFECTIVENESS TESTS

The Rimage 360i demonstrated a substantially lower cost of ownership than the leading competitor's system. The two were tested side-by-side for price/performance. Both systems had their cartridges aligned and bi-directional printing enabled for all tests. Each system printed the same three sample images: one with 25% surface coverage, one with 50% coverage, and one with 100% coverage.

Each image used a mix of color and black ink. To simulate typical end-user operation, discs were printed in sequence (A- B- C- A- B- C), and each system was run continuously until it showed signs of ink depletion in one of its ink cartridges. Two sets of tests, one at basic quality, the other at high quality, were run. The first compared the two systems operating at 600 dpi settings. The second compared the two systems operating at 4800 dpi settings. **Results were as follows:**

COST-EFFECTIVENESS TEST AT 600 DPI

	Rimage 360i	Competitor "B"
Comparable 600 dpi settings	Print quality: normal Media type: plain	Ink saturation: 50 Resolution: Best 600
Cartridge MSRP	Black: \$49 Color: \$59	Black: \$42.95 Color: \$42.95
Total discs printed Cost per disc	905 (302 per label) \$0.12/disc	390 (130 per label) \$0.22/disc
Savings	45 % lower cost of ownership	

COST-EFFECTIVENESS TEST AT 4800 DPI

	Rimage 360i	Competitor "B"
Comparable 4800 dpi settings	Print quality: photo Media type: 4800 Maximum DPI	Ink saturation: 100 Resolution: Ultra Photo 4800
Cartridge cost (MSRP)	Black: \$49 Color: \$59	Black: \$42.95 Color: \$42.95
Total discs printed Cost per disc	355 (119 per label) \$0.30/disc	225 (80 per label) \$0.38/disc
Savings	21% lower cost of ownership	

▲ As the chart above demonstrates, savings on ink alone add up quickly. At 4800 dpi, a user who printed 20 discs a day, 5 days a week would save \$416/year by using the Rimage 360i. At 600 dpi, the annual savings increases to \$520/year.



The Rimage 360i



SPEED TESTS

Next, the two systems were tested for speed. With bi-directional printing enabled on both systems, timing was begun when the ink cartridge carriages became engaged. The partial coverage test employed an image covering 25% of the disc area. The full coverage test employed an image covering 100% of the disc area. Each image used a mix of color and black ink.

Two sets of tests were run. The first compared performance at the systems' 600 dpi settings. The second compared the two systems' 4800 dpi settings. **Results were as follows:**

SPEED TEST AT 600 DPI

	Rimage 360i	Competitor "B"
Print time (partial coverage) Comparison	26 seconds 57% faster	41 seconds
Print time (full coverage) Comparison	32 seconds 143% faster	78 seconds

SPEED TEST AT 4800 DPI

	Rimage 360i	Competitor "B"
Print time (partial coverage) Comparison	140 seconds 147% faster	347 seconds
Print time (full coverage) Comparison	145 seconds 200% faster	440 seconds

LABELS FILES USED IN ALL RIMAGE PRINTING TESTS



25%
Ink Coverage



50%
Ink Coverage



100%
Ink Coverage



The Rimage 360i

ANALYSIS

Utilizing technology developed over a decade of digital publishing industry leadership, the Rimage 360i enters the field with powerful advantages over competing systems. Though new to the market, the Rimage 360i draws on years of robotics, duplication, and printing experience. Advanced thermal inkjet technology, developed in cooperation with HP, was specifically designed for high resolution and superior color management. The system has the smallest and most economical droplet size—3 picoliters—of any available system. Its HP PhotoREt IV color layering technology and HP's ColorSmart color optimization ensure realistic photo images, vivid color, and sharp text.

Attention to detail in design of the Rimage 360i eliminates the waste of costly ink through overspray. Competitor "B" makes much of their lower ink cost per milliliter. In fact, as would be the case for a gas-guzzling car, the comparison means little in a system that wastes large amounts of ink in operation. The real measure of cost efficiency is cost per disk. Advanced data management speeds data throughput, moving media and data in tandem to eliminate unproductive wait times and the need for data resynchronization. And the system's advanced robotic technology keeps discs moving quickly and smoothly without jams or breakdowns.

Perhaps the best measure of the system's reliability is Rimage manufacturer support. The Rimage 360i comes with a full year of free phone support after software activation. In short, the market's newest entrant draws on a decade of experience to deliver demonstrably faster production, superior output, better customer support, and all at a substantially lower operating cost.

For additional information please contact Rimage Inside Sales at 1-888-482-3327, or visit our web site at www.rimage.com/360i.



The Rimage 360i