



Booth #466
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**RSI SYSTEMS BECOMES FIRST INKJET CODING PARTNER
IN THE ROCKWELL AUTOMATION ENCOMPASS PROGRAM
AND INTRODUCES NEW MVP LINE OF INDUSTRIAL HP-BASED CASE CODERS**

Gaithersburg, MD, November 3, 2008 -- RSI Systems is exhibiting for the first time in Rockwell Automation Automation Fair 2008 in booth #466 in Nashville November 19-20. The company is the first inkjet coding system supplier to be accepted as a product partner in the Rockwell Automation Encompass™ Program. RSI designs and manufacture industrial case and bag coding/marking systems, based on HP thermal inkjet printing technology and featuring TCP/IP and OPC interfaces for easy integration into FactoryTalk applications.

“We’re very excited to have a new category of Encompass products – industrial package coders – which will open up new applications for mutual customers,” said Kim Porter, Rockwell Automation’s Encompass Program Manager. “RSI Systems was one of 14 new partnerships we added this year to our Encompass program – and we receive over 100 incoming requests annually.

“When we decide who becomes a partner, we choose sound, reputable companies committed to product service, quality and partnering with Rockwell Automation. We look at their track record of complementary products and proven interoperability. RSI is very focused on the plant floor,” added Porter.

Easy integration, fast changeover and right message on right case

At the Automation Fair, RSI is demonstrating its just-introduced CaseJet™ MVP Plus and MVP Pro inkjet case coding systems. In addition to built-in serial ports, TCP/IP connection and OPC server, both new case coding systems include a 15 inch color touchscreen, four levels of security, RSI’s easy-to-use ProPrint software, a multi-SKU database that stores hundreds of print jobs for fast retrieval and a controller that allows rapid changeover of print message and ensures accurate message printing. The two systems include a single buffer mode to ensure that the correct message is printed on each case. The MVP Pro also comes with an advanced I/O module for easy communication with PLCs and other machines.

Reliable printing, minimal maintenance

The MVP Plus prints up to 4 in. of 2 in. high text, graphics and barcodes using one or two

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printheads, while the MVP Pro provides up to 16 in. of 2 in. high printing using up to eight printheads. Printheads consist of arrays of multiple high-resolution HP thermal inkjet cartridges with fast-drying water-based HP 4500 pigmented ink for optimal visibility on corrugated cases and trays.

Reliable HP inkjet cartridges reduce downtime, maintenance and cleaning compared to conventional inkjet technology because no purging or solvent are needed to clean the printheads; they wipe clean with a lint-free cloth and distilled water, and are easily replaced.

Rugged stainless steel enclosures - even Nema 12 protection

RSI's new MVP systems are supplied with the most rugged enclosures and mounts in the category. Printheads and controllers of both systems have stainless steel enclosures; the MVP Pro's enclosure meets Nema 12 standards with a vortex cooler option.

"The new line was designed around three core concepts: reliability to minimize rejects and maximize uptime, consistently scannable barcodes and adapting HP's high quality inkjet technology to challenging industrial applications, including easy connectivity with factory automation systems and heavy-duty protection of all hardware," explained Dave Don, RSI's President.

An HP inkjet OEM since 1997, RSI has an installed base of more than 1,000 customized, high-end case and bag coding systems.

"What is dramatically different with the MVP line is that now customers can buy an off-the-shelf mid-range or high-end system that has the same reliability, scannability and industrial-strength protection as our customized systems - but at a significantly lower price," said Don.

The Rockwell Automation PartnerNetwork™

RSI participates as an Encompass™ Product partner in the Rockwell Automation PartnerNetwork, which includes business enterprise, sales and solutions, and product and technology partners. Through collaboration with Rockwell Automation, RSI helps its customers improve time to market, lower total cost of ownership, better manage assets and lower manufacturing business risk.

Through Encompass Product Partners, customers can quickly locate complementary products that best solve any application challenges. These products are critical components or connectivity solutions that extend and enhance Rockwell Automation installations. For more information on the Rockwell Automation PartnerNetwork, visit www.rockwellautomation.com/partners/

For more information on RSI's new CaseJet MVP line of HP inkjet-based case coding systems, contact David Chee, Marketing Manager, RSI Systems, LLC, 8345 Beechcraft Ave., Suite J, Gaithersburg, MD 20879. Call toll-free at 1-866-PRINT HP (1-866-774-6847) or email sales@rsipro.com or log on to www.rsipro.com.

Electronic photos attached:

- 1) *RSI Systems' new CaseJet MVP Plus case coding system has a rugged stainless steel enclosure, built in keyboard, 15 in. color touchscreen, high resolution HP inkjet cartridges, ink management system, easy-to-use software and connectivity options for easy integration in multi-SKU FactoryTalk applications.*
- 2) *Stainless steel printhead enclosures for high-quality HP inkjet cartridges are standard on RSI's new CaseJet MVP Plus and MVP Pro. Also shown is the standard MVP ink management system (IMS).*