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### **Can I Get Your Business Card?**

That's exactly the question you'll be asking at your next meeting, trade show, or conference once you own the *Corex CardScan Executive*. Think about what you would typically do with all those business cards after you collect them. Throw them in a drawer, maybe have a few lying around your desk (or somewhere else), or worse, dreading laboriously inputting the data into your computer. Well The Muscleman of Technology has discovered a product which is certainly going to be an epiphany in how you manage business cards and contacts. The *Corex CardScan Executive* is literally going to change how you view business cards.

### **Nice Hardware...and Software**

The *Corex CardScan Executive* is really two products in one. The hardware is the 600cx business card scanner, which is integrated with the CardScan software (currently at version 6.06). The two products work seamlessly together. The hardware consists of a well designed 14 oz. USB powered business card scanner. Because it's small and no A/C brick is needed, you can throw it into your laptop bag or case. Both hardware and software are very flexible (I love the word flex) and were designed to let you manage your contacts using Corex's CardScan software. You can also export the contacts to your Personal Information Manager (PIM) of choice such as Outlook, Act, and Goldmine. *Corex CardScan* will even let you sync to PDAs such as Palm and Pocket PCs.

### **Corex CardScan Executive is a Productivity Miracle**

Here is how it works. Set-up is a snap if you follow the included "Getting Started Guide." Launch the CardScan software and you're ready to feed any business card into the 600cx scanner. Within seconds...boom you have the exact card's image! And thanks to the reasonably accurate Optical Character Recognition (OCR) system, you will most likely need very few edits. Not only are the spellings of names, cities, streets and numbers fairly accurate, but more impressive, the fields in Corex's "Rolodex Style" software interface (see screen shot below) are properly mapped most of the time. Let me be truthful for just a moment so as not to mislead you about this product's accuracy. OCR is not an exact science, nor is every business card identical. Accordingly, based on the style of card, color, and fonts used, the degree of accuracy will vary. I did a stack of 47 cards. About 17 needed less than one or two edits with the remainder requiring about 4-5 edits each. Nevertheless, the *Corex CardScan Executive* still beats the pants off entering this data

manually and will save you a boat load of time in the process. Keep in mind you get all the advantages of having a digital image database electronically stored on your computer. Managing your contacts will be easier and readily accessible on many devices. *Corex CardScan Executive* is a great solution to the clutter, disorganization and waste typically associated with business contact maintenance.



### Other Great Convenient Features

You can do batch scanning by feeding several business cards at once...then assign notes or categories and *CardScan* will process them for you automatically. Cards can be scanned in both landscape and portrait orientation. Even the backs of cards can be easily scanned (including the chicken scratch you call notes). You can “drag & drop” contact info from the Web in CardScan’s list view and it will sort it all out for you into the proper fields! Get this—in “summary view” you can click the contact’s address, web address, or email and it will automatically launch the appropriate web action. For example, if you click a contact’s address, your browser will be redirected to the Mapquest site at the contact’s exact location (you need Internet access to take advantage of this neat feature). Want to know the secret of how to convert your scanned biz card image into a JPEG? Simply “copy” the contact from the list view, then “paste” into a graphic program and *Save As .jpg*—done! The *CardScan* software can even backup your important contact data by just selecting File->Maintenance->Backup. Great search features also abound to help you find contacts instantly.

### Your Contacts Are Safe With Me

Included at no extra charge is the optional CardScan.net service, a virtual online address book (stored on Corex’s secure private servers) where you can upload your database and have access to your contacts from anywhere simply by using a computer with Internet access. CardScan.net is also a handy online backup. Another free optional service called “AccuCard” automatically updates your customer data to keep contact information accurate. To learn more about *Corex’s CardScan* products, be sure to visit [www.corex.com](http://www.corex.com). MSRP is \$249, but you can probably find it for less than \$199 online.