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# Office Management

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## Old Reliable Fax Machine Learns New Tasks

(NAPSA)—You might think the increased use of e-mail and other communications technologies that provide instant access have made the facsimile machine a dinosaur. But actually the fax is alive and thriving, and it is now a tool that performs multiple critical tasks.

All levels of government continue to rely heavily on fax communication. Law offices, mortgage companies and financial departments depend on faxed documents.

If you recently purchased a home, you learned that real estate transactions couldn't be made without it. Even a medical office uses a fax for your referrals. They are documents that require signatures, and for this a fax is an acceptable legal document while the average e-mail just isn't there yet.

The blending of old technology with the new has morphed the fax machine—flexible to stand on its own yet now a part of a corporate network—into an office communications tool that boasts productivity improvements and cost savings no matter how or when it is used.

“Fax functionality continues to find a home with a new generation of multifunction machines,” said Brent Hoskins, editor of *Office Technology*, the magazine of the Business Technology Association. “Many users are finding the all-in-one device appealing, especially with the capability to connect it to a network.”

Fax machines no longer just rely on telephone lines for document transmission. They now embrace the Internet and deliver documents directly to the PC. The Canon LASER CLASS 700 series of fax



**The report of my death has been greatly exaggerated—The Fax Machine.**

machines, for example, harnesses the power of the Internet to provide a reliable, easy-to-use, cost-effective communications solution to transfer hard copy documents across multiple locations.

These new fax machines are cost effective at around \$2,600 for even the smallest businesses. Each incorporates digital imaging with state-of-the-art communications technology.

The results are high-quality fax performance, true network connectivity and multi-function flexibility for local and network printing, scanning and convenience copying. The new devices offer “push scan,” which distributes scanned documents to e-mail, network or host folders or files, and to document management systems.

The office imaging industry predicts these new and improved multitask machines will garner a significant segment of the office machine market in the years ahead. Long live the fax machine!