



Innovative InkSaver™ software beats the high cost of ink cartridges

Printer Improvement Software allows users to control amount of ink used by inkjet printers

April 30, 2002, Vancouver BC - - Reacting to growing consumer concern about high-priced inkjet cartridges, Strydent Software Inc. today announced InkSaver - the world's first easy to use, intelligent software solution designed to reduce the high cost of inkjet printing for Windows® users.

InkSaver is revolutionary printer improvement software that reduces the amount of ink used by inkjet printers - thereby extending the life of ink cartridges and saving users money every time they print.

“The price of new inkjet printers is at an all time low, but ink cartridges are still extremely expensive,” said Doug Johnson, Director, Marketing for Strydent Software. “A so-called ‘low-cost’ \$49 printer can average over \$600 in ink cartridge costs after a few years. InkSaver delivers a simple, affordable and innovative way to reduce long term ink expenses – no matter what model of ink cartridge or refill kit you use.”

Using patent pending software algorithms, InkSaver optimizes printer data so that an inkjet uses less ink. Unlike printing in Draft mode, InkSaver delivers ink savings even when printing at the highest resolution and quality setting.

“InkSaver is designed to be flexible. Users can adjust the level of ink reduction that best suits their needs, whether they’re printing email, business documents, web pages, school projects or photos,” said Johnson. “If your kids are going through a lot of ink cartridges, for example, you could set InkSaver so that up to 75% less ink is printed on every page.”

Key Features

- Customizable ink control settings allows ink cartridges to last up to 4 times longer
- Works behind the scenes automatically every time a user prints
- Tracks how much money is being saved
- Works with any brand of ink cartridge or refill kit

- Supports popular HP®, EPSON® and Canon® color inkjet printers
- Supports Windows 98 / Me / 2000 / XP Home and XP Professional

Lyra Research, Inc., the premier source for imaging industry advice and insight, reports that over 60 million inkjet printers are sold worldwide each year. Last year, this translated into global inkjet printer sales of over \$11 billion. During that same period ink cartridges and refill kits earned more than \$17 billion in global sales. By 2004, sales of ink cartridges and refill kits are expected to reach an astounding \$22 billion.

“Inkjet printers are now being sold at extremely low prices, with almost no profit margin, ” said Chips Godfrey, Vice President Levin Consulting, “so the printer industry is becoming more and more dependant on ink cartridge sales in order to make money. This means that ink cartridge prices aren’t bound to come down anytime soon.”

Pricing and Availability

InkSaver is available in North America and Europe from leading computer retailers, mail order & online resellers, as well as direct from Strydent Software at www.strydent.com or 1-800-663-6222 (outside North America 1-604-296-3600). Suggested Retail Price: \$34.99 US.

About Strydent

Located in Vancouver, Canada, Strydent Software has been an award-winning leader in Printer Improvement Software since 1984. After 18 years of developing popular printer software products for the Macintosh market, Strydent is now bringing its printing expertise to Windows users. Strydent is a wholly owned subsidiary of Software 2000. Based in Oxford, UK, Software 2000 is the world's leading independent developer of printer software. For more information about the company, visit www.strydent.com.

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