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Big firms look to Laser to shape printer future



• Jeff Teets, Laser Wizard.

Printer diagnosis equipment from Laser Wizard is being targeted by the big printer manufacturers as they look to bring costs down.

According to Jeff Teets, Wizard vice president, the likes of HP, Rank Xerox, Lexmark and Canon have all been keen to work together with his company to take the 'trial and error' out of fixing laser printers.

"We never anticipated this," he said, "but now

the big manufacturers are coming to us, and actually planning to redesign their printers without the built-in error codes they had before, but with ports for diagnostic units to be plugged in to test the fault - we are reshaping the way that printers are repaired."

It is a far cry from the early days - when Laser Wizard produced diagnostic equipment simply for personal use in their repair

facilities. Now, Wizard will carry out development for the printer manufacturers and they will, in return, be able to purchase them in bulk. According to Teets, it is a breakthrough that will help them to develop diagnostic equipment hand-in-hand with new and future technology - rather than basing it on backward compatibility.

"We are not charging them to develop this

equipment," said Teets.

"It's the one area that they have overlooked in the past. At the end of the day, you can have the most expensive equipment around, but if it can't print its not worth anything. It's amazing that a product as high-tech as the laser printer is still being diagnosed by vague readouts and repaired by blindly changing parts. We are working to put this right."