

# Snippets

## Focus On...

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## Panini Snapshot

### Panini Continues to Accelerate Growth in North America by Expanding its Sales and Marketing Departments

TJ Jones and Mark Winter recently joined Panini North America in the role of Strategic Account Manager to support the company's Top 100 banking customers via marketing and sales assistance and strategic program management.

- TJ's most recent experience includes sales and relationship management with EndPoint Exchange LLC and Carreker Corporation. He can be reached at [TJJones@panini.com](mailto:TJJones@panini.com) or 704-909-9291.
- Mark brings a rich background in retail banking technology solutions from experience with VeriFone, Inc. and Ingenico, Inc. He can be reached at [Mark.Winter@panini.com](mailto:Mark.Winter@panini.com) or 312-543-0241.

Randy Malchar and Scott Willis are newly appointed members of the Panini marketing team with strategic roles in product management and marketing.

- Randy has nearly 30 years of industry experience working for banks and technology companies and has joined Panini as Director of Product Marketing & Management. Most recently, Randy was the Director of Strategic Product Marketing for Metavante Image Solutions where he was responsible for the strategic product direction for item processing, distributed capture, image exchange, and image content archive solutions. He can be reached at [Randy.Malchar@panini.com](mailto:Randy.Malchar@panini.com) or 405-273-4260.
- Scott has joined Panini in the role of Product Management, and has a variety of experience managing technology products as well as establishing new markets and distribution channels. His experience includes product management roles with Net Deposit, Inc. and Carreker, software companies specializing in Remote Deposit Capture and Check 21 software. He can be reached at [Scott.Willis@panini.com](mailto:Scott.Willis@panini.com) or 303-452-2586.

### Panini Selected for THREE BTN Industry Awards in 2007 [www.banktechnologynews.com](http://www.banktechnologynews.com)

#### *Top 10 Tech Companies to Watch*

BTN recognizes the significant challenges that banks face and their increased need to discover intelligent and creative tools from the most forward thinking technology companies in the industry. BTN's Annual Rankings recognize Panini as one of the most forward thinking technology companies to watch.



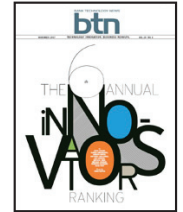
### Top 20 Innovations of Past 20 Years

BTN acknowledges the profound changes in banking over the past 20 years. Because of these changes, BTN presents some of the industry's most advanced - and advancing moments. Panini's My Vision X was selected by BTN as a top 20 innovation in the past 20 years.



### Top 25 Innovator of Past Year

BTN describes the substantial impact that 25 companies have had on their customers and the industry over the past 5 years and will continue into the future. Panini was selected by BTN as one of the 25 most advanced technology companies in the industry.



Reprints are available. For a copy, visit our web site [www.panini.com](http://www.panini.com) or contact Jess Back at [Jessica.Back@panini.com](mailto:Jessica.Back@panini.com) or 937-291-2195 x28.

## Customer Spotlight

### BB&T Selects the Panini My Vision X™ for Branch and Remote Deposit Capture Applications

For a copy of the *BB&T Customer Case Study* available in video and PDF format, contact Jess Back at [Jessica.Back@panini.com](mailto:Jessica.Back@panini.com) or 937-291-2195 x28.



## Industry Update

### Important Considerations for Banks when Opening Branches (Source: BAI Banking Strategies)

- In the past 20 years, the number of bank branches has doubled to over 80,000.
- New branches opened in the past 5 years have an average anemic size of \$19MM in deposits, compared to the traditional yardstick for a profitable branch of about \$30MM in deposits.
- Banks such as Wells Fargo and BofA enjoy more than 60% customer penetration in their online banking programs, compared to an industry average of 30%.
- Branch growth is continuing because it remains the preferred and most widely used channel...it is the anchor to the relationship with the customer.
- Customers will be shifting their primary branch activity from transaction processing to sales and service...instead of more teller stations, more banker desks may be needed.
- 70% of all profitable customers visit the branch at least weekly.
- Wells Fargo reports that 80% of its new sales are to existing customers.

## Product Briefing

### Panini Introduces Vision X™ - The Next Generation Check Scanning Platform Designed Specifically for Distributed Capture, at BAI Retail Delivery

- Panini's unparalleled **market share leadership** has provided the resources and experience necessary to raise the bar by re-engineering the My Vision X product platform.
- This strategic initiative includes the release of **additional features** and value such as OCR/MICR for optimal MICR reading accuracy, and new high speed image cameras offering higher resolution for the best possible image quality. All based on the same superior quality and reliability you have come to expect from the Panini My Vision X.
- Panini's new Vision X software (API) will power the new features of the Vision X, and is **backward compatible** to existing My Vision X hardware. Likewise, the new Vision X hardware can operate seamlessly with existing version API 2.35 forward.
- The new design extends Panini's market leadership in **price/performance**, allowing Panini to continue to offer the maximum value at the most competitive price.
- Panini will begin **production in February 2008**. Please contact your Panini Sales Representative for additional information.



## Panini Offers Overview of Unisys Relationship

Unisys has OEM'd the Panini MyVision X since April 2004. Recently Unisys announced they will be manufacturing their own product. Panini will continue to honor all commitments to ensure continuous product availability and service for customers and channel partners. In addition, technology providers may now participate directly in the Panini PartnerPlus channel program to gain access to the full spectrum of benefits Panini makes available to its channel partners.

## Marketing Center

### Panini Releases NEW White Paper: *The Value of MICR for the Remote Check Depositor*

The focus of the white paper is to define the significance of MICR for distributed capture. For a copy of Panini's latest white paper visit our web site [www.panini.com](http://www.panini.com) or contact Randy Malchar at [Randy.Malchar@panini.com](mailto:Randy.Malchar@panini.com) or 937-572-8825.

### Panini Introduces 2008 Interactive Calendar

Panini will be mailing a 2008 calendar in December that includes a new theme, monthly contest for valuable prizes, important industry dates, interesting facts about Panini, and more! To ensure you're part of the distribution, please contact Jess Back at [Jessica.Back@panini.com](mailto:Jessica.Back@panini.com) or 937-291-2195 x28.



## Tradeshows & Events

### BAI TransPay Conference & Expo

- Visit us at BAI TransPay
- February 5-7, 2008, Grapevine/Dallas, TX
- Gaylord Texan Resort & Convention Center
- Booth 613
- Learn more about Panini's NEXT GENERATION Vision X™ check scanning platform.

**BAITRANSPAY™**  
CONFERENCE & EXPO

**February 5-7, 2008**  
Gaylord Texan™ Resort & Convention Center  
Grapevine/Dallas, Texas

### NACHA Payments 2008

- May 18-21, 2008, Las Vegas, NV
- MGM Grand
- Booth 810

**PAYMENTS 2008**  
Thought Leadership Innovative Solutions