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NEWS for Immediate Release

Vioneer Enhances 20/20 Perfect Vision Program for Elite VARs

Company also names two valuable employees to vice president positions.

Pleasanton, California – May 9, 2011 – Vioneer, Inc., a leader in intelligent document imaging solutions, today announced the new Elite VAR Program, the highest tier of the 20/20 Perfect Vision Program for qualified resellers of Vioneer and Xerox imaging solutions. Vioneer also announced the appointment of Bob Scaglia to Senior Vice President of Sales for North America and Jim Tamo to Vice President of Distribution Sales.

The new Elite VAR Program features instant rebates in addition to volume incentive rebates, marketing development activities, field sales and escalated technical support, and access to helpdesk certification and marketing tools.

“Vioneer’s program provides us with the valuable tools to create sales and support programs that support our need for real-time product information and joint customer interaction,” said John Schertell, Vice President of Partner Management at Pomeroy. “We have an excellent partnership with Vioneer and they were there with us when it was time to deploy 4,500 units over a very limited time frame in a recent customer deployment. And Vioneer was not the least bit challenged by our customer’s unique integration requirements. We at Pomeroy are proud to be in the Vioneer PerfectVision Program and look forward to more great wins together.”

Vioneer, a Xerox licensing partner, is proud to offer both its Vioneer-branded and Xerox-branded products under a single reseller partners program. The 20/20 Perfect Vision program optimizes VAR margins and sales opportunities through rebates, sales and engineering support and marketing tools.

“We have made a significant commitment to extending our document imaging product lines, while speeding up the flow of critical information to the reseller, which in turn, is going to help our VARs create meaningful sales and support programs to increase profitability and overall sales volume,” said Jim Tamo, Vice President of Distribution Sales at Vioneer.

Vice President Appointments

Mr. Scaglia is a 13-year Vioneer veteran, and most recently held the position of Sr. Vice President of Retail & e-tail Sales. Over the years Bob has demonstrated superior sales results and established invaluable channel relationships. In this new role, Bob will manage Distribution Sales and Channel Sales in addition to Retail and e-tail sales.

Mr. Tamo was hired four years ago to run Distribution Sales and has consistently grown the distribution business each of his four years with Vioneer. He has also excelled in developing and growing the Inside Sales and Canadian Sales teams.

PRESS RELEASE: Visioneer Launches 20/20 Perfect Vision Elite Program for VARs/2

Program Features

The 20/20 Perfect Vision Program is a three-tiered program designed to provide the industry's leading Value Added Resellers and System Integrators with the products, services, and programs critical to the overall success of a channel partnership. Visioneer does not have a minimum purchase requirement for basic partner services including sales support, product training, sales tools, marketing programs, superior products, and product support. Elite partners are assigned a territory sales representative to assist with channel opportunities and special sales transactions and are eligible for Volume Incentive Rebates (VIR) and Market Development Funds (MDF). A complete description of the program benefits, VAR participation requirements and a program application can be found at <http://www.visioneer.com/2020>.

About Visioneer

Visioneer provides a broad range of scanning solutions for the desktop, distributed and departmental document imaging markets as well as the mobile and remote business scanning segments. In 2003, Visioneer combined its leading scanner technology with the Xerox brand recognition to develop the Xerox® DocuMate® product line. Visioneer and Xerox DocuMate high-performance business scanners and imaging software solutions offer users speed, image quality, advanced paper handling and ease-of-use with exclusive Visioneer OneTouch® technology. For additional information on Visioneer and Xerox scanning solutions, visit www.visioneer.com or www.xeroxscanners.com.

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