Simplicity Wins. We could have created a multi-pass color electrostatic plotter, just like everyone else. But we knew better. Our talented engineers used the K.I.S.S. method—and designed a color electrostatic plotter which lays all four colors down in one smooth single pass.

Now you don't need to contend with the drawbacks of multi-pass technology: plotter wear-and-tear caused by too many mechanical parts, and the endless back-and-forth jerking of paper and toner baths. Benson's unique technology avoids all this. There's only one motor—the one that drives the paper over the heads in a straightforward single pass. Everything else is state-of-the-art electronic.

Speed Counts. In benchmark tests of a VLSI circuit plot, Benson's single-pass color electrostatic plotter produced five plots in the time it took the leading multi-pass plotter to produce just one plot. And, Benson's plotter actually has its own internal, real-time controller. So you can see your completed E-sized plot in as little as four minutes. (Total throughput time!)

Benson's advanced single-pass technology, and reputation for producing the most reliable plotters, makes this the best color electrostatic plotter you can buy.

Call Benson today for your free copy of the report entitled "Achieving an 80% Reduction in Plotting Time Through Advanced Color Plotting Technology."

Now you can kiss multi-pass technology, and all its reliability problems, good-bye. The future belongs to single-pass technology, and it's available at Benson today.