

Speech Code invests in two ColorWorks label printers



Precise, durable TM-C3500 labels are the ideal solution

Print quality, colour accuracy, fast production speed and the flexibility to meet the needs of a wide range of applications make ColorWorks TM-C3500 inkjet printers the perfect solution for Speech Code's innovative business.

Speech Code in Vienna is responsible for an innovative technology that transforms any information into an audible format. The 'Speech Codes' from which the business takes its name are full-colour printable 2D data codes that contain up to 40 minutes of spoken information, in a choice of over 40 languages.

Accessible, barrier-free information

Codes are initially generated using an online Speech Code generator before being printed onto labels using a ColorWorks TM-C3500 desktop colour label printer. Once applied, the labels can be scanned with smartphones using the Speech Code App, which decodes the information with 100% accuracy and presents it as text on the phone screen, or via text-to-speech technology as a sound commentary.

Speech Codes were originally developed in 2013 with the pharmaceutical industry in mind, as a means of communicating essential information about medicines to people with reading difficulties or suffering visual impairment, but is also establishing itself in other sectors, with tourism, museums and outdoor venues among the early adopters. Speech Codes allow easy access to information on medical and food products as well as items like restaurant menus and events programmes, for anyone with a smartphone.

While the Speech Code concept is similar to that of QR codes, they have important advantages, as Richard Hopf, Speech Code's founder and IT architect, explains, "The key difference is that Speech Codes are barrier-free, which means they don't need internet access to work. Scanning is done offline, which hugely increases their flexibility. It also makes them highly cost-effective - for example, tourists hiking in the mountains can find out about flora and fauna without incurring data roaming charges, even in areas without any connectivity at all. Speech Codes' potential goes way beyond tourism, however. They have enormous potential to support product safety, social inclusion and linguistic internationalisation initiatives."

The company prints Speech Codes in Vienna before shipping them to clients, although larger users are considering getting their own ColorWorks TM-C3500 to handle the printing themselves. Richard emphasises that print quality and perfect colour are critical if the Speech Codes are to work: "The codes, which we print on polypropylene material, are made up of tiny 0.5mm multi-colour dots, which absolutely must not merge."

ColorWorks outperforms other label printers

After extensively testing a number of options, Speech Code invested in a pair of ColorWorks TM-C3500 inkjet printers. Richard says, "There were many reasons we decided on the ColorWorks TM-C3500s. They outperformed the other printers in the freshness, crispness and clarity of the colours, and provided

Speech Code



"The ColorWorks TM-C3500 is just perfect for us, in its size, speed and quality"

Richard Hopf

Founder and IT architect

Key Facts

Speech Code creates full-colour printable 2D data codes that contain up to 40 minutes of spoken information, in a choice of over 40 languages

The company chose the ColorWorks TM-C3500 label printer to create their products due to the crispness and clarity of labels produced by the Epson printer

Speech Code was also very impressed with the durability of the print - one label was still legible even after being washed more than 350 times in a dishwasher

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excellent accuracy on the polypropylene media used for the codes.”

“In addition, the water-and UV resistance and long-term durability of the DURABrite inks is quite outstanding. We’ve washed one label over 350 times in a dishwasher and it still scans perfectly. The printers are also very productive - they print at up to 92 mm/sec - and the labels are dry immediately. The ColorWorks TM-C3500 also gives us a lot of flexibility in the label media and sizes we can print, so we can meet a wide range of applications for the codes. All in all, the ColorWorks is just perfect for us, in its size, speed and quality.”

