

Visioneer Picks Feintuch Communications to Conduct PR Campaigns for Scanner Product Lines

NEW YORK, Dec. 8, 2015 /PRNewswire/ -- Visioneer, Inc. (www.visioneer.com), the exclusive manufacturer and distributor of Xerox® DocuMate® (www.xeroxscanners.com) and Visioneer® scanners, has selected Feintuch Communications (www.feintuchcommunications.com) as its public relations agency of record, its first external agency partner in more than a decade.

Founded in 1992, and with global headquarters in Pleasanton, Calif., Visioneer is a leader in scanner and document management solutions. Its optical scanners and intelligent imaging solutions are used worldwide by office-based and mobile workers for corporate, government and personal business.

"Visioneer serves and supports a large global community of resellers and end-users in a wide range of mission-critical data capture applications," said Walt Thinfen, president and chief executive officer, Visioneer, Inc. "As our organization ramps up to deliver our latest array of new and innovative products and services, we sought the assistance of a PR firm knowledgeable in our market and in the nuances of our global reseller and VAR distribution network. We found both in the recently merged Feintuch Communications and Roher Public Relations teams."

Feintuch Communications will implement an integrated PR and industry analyst campaign in North America and Europe as well as coordinate PR in emerging markets.

"Visioneer is one of the only office automation manufacturers in the world solely focused on optical scanners and document management solutions," said Richard Roher, managing partner, Feintuch Communications and president of the firm's Roher PR Group. "The company enjoys decades of industry firsts from introducing OneTouch scanning to innovative and portable cordless scanners. We will work closely with company management to support its product and service initiatives and communicating their value to buyers, resellers, the media and industry analyst community."

About Visioneer

Visioneer, Inc., a leader in scanner and document management solutions, offers a broad range of digital imaging hardware products for the desktop, distributed and departmental 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 DocuMate scanning solutions, visit www.visioneer.com, www.visioneer.com/company/news or www.xeroxscanners.com. For open commentary and industry perspectives visit <http://www.facebook.com/visioneerinc>, <http://twitter.com/visioneerinc>.

Visioneer offers both product lines under a single reseller partners program. The 20/20 Perfect Vision program optimizes VAR margins and sales opportunities through volume incentive rebates, sales support and marketing tools. Additional information can be found at www.visioneer.com/2020.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.