

# Smarter Imaging Technology Solution

## *iNSIGHT™ 70*

If you've wished for an affordable alternative to the valuable time and resources spent on error-prone manual data entry, then the new iNSIGHT™ 70 from Scantron is your answer. Whether you need to collect constructed responses in test scoring and survey processing or other critical applications, Scantron has set high standards for accuracy.

### **Minimize Mechanical Distortions**

Picture Perfect™ helps ensure that hand and machine print characters are quickly, and accurately interpreted.

### **Monitor quality as you scan**

avoid the accumulation of inferior quality images.

### **Optimize scanning in real time**

Dynamic Deskew™ and Image Skew Sentinel reduce the occurrence of sheet skew errors.

Graybox Search processes only fields that contain data or isolates forms that are missing critical fields, like a signature.

Optical character recognition (OCR) increases data productivity by reading pre-printed characters



### **Flexible data collection**

OMR, image, barcode, hand print, and machine print capture expand your options.

## Choose the Best Method of Data Collection

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The iNSIGHT 70 is the affordable system of choice for automated data capture applications that demand critical accuracy and high output levels. Its unparalleled efficiency, helps reduce capital investment and improves data turnaround time.

The iNSIGHT 70 system not only captures your data, but it also captures an image of each form that is scanned, virtually eliminating the need for hard-copy file cabinets and the space to house them. With the iNSIGHT 70, you can readily retrieve images when you need them. This solution is ideally suited for test scoring and survey processing, where capturing both OMR and constructed response answers is critical.

- 16-level OMR evaluates the relative darkness of OMR "bubble" responses for accurate scoring
- Mark sense read (X, check, and tick marks)
- Hand print and machine print characters interpreted and converted to ASCII data
- Bar code
- Graybox Search (there/not there)
- Key from image (for open-ended questions)
- Score from image (essays)
- Grayscale image capture for viewing drawings, photographs, and signatures
- Dropout colors to enable both pencil and ink read capabilities

## Reads Both Hand Print and Machine Print Characters

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The iNSIGHT 70 system interprets optical mark recognition (OMR), hand and machine printed characters, bar code, mark sense, and binary coded numbers. For example, respondents can enter student ID numbers and social security numbers by hand directly on data collection forms, reducing errors and saving data entry time. Because forms no longer require large, clumsy OMR grids, you can design them to more aesthetically pleasing and easier to read and complete.

## Industry Compatible with High Quality Data Capture

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ScanTools® Plus scanning software for developing forms scanning applications is included with every iNSIGHT 70 scanner. In addition, the system outputs industry standard image formats, which are fully compatible with most archival/retrieval systems. ScanTools Plus software verifies booklet identification and sheet sequence *as each sheet passes through the scanner*—another fail-safe to help ensure that your scanner captures the highest quality, most accurate data.

## Installation, Maintenance and Support are Nearby

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We provide nationwide, on-site maintenance from many locations. Our experienced support organization provides professional services:

- System design, integration, implementation
- Custom programming
- User and system training
- On-site maintenance
- Software support



**GET THE RESULTS YOU NEED  
TO MAKE INFORMED BUSINESS  
DECISIONS TODAY!**

For a free consultation to meet your organization's goals, call **800.722.6876** or visit us at **[www.scantron.com](http://www.scantron.com)** to learn more.

### About Us

Scantron® provides technology to help you collect data you can *use*. We offer solutions and services, delivered with the quality you expect from decades of experience. Whether you need to work on paper, online, or anywhere in between, Scantron can meet you where you are and help you get to where you want to be.

