

OKI proColor[™] pro900DP

High Definition Image Quality



OKI

About OKI Data Americas

- Part of the 128-year-old global group, Japan's first telecommunications company.
- Famed for its customer LED innovation including breakthrough technologies in telecommunication and system solutions.
- 2 Operating Divisions:
 - Telecom, info-system and financial
 - Printer business – OKI Printing Solutions



OKI

OKI Data Americas – US Headquarters

OKI Data Americas, Inc.

- HQ in Mt Laurel, NJ
- Marketing Center
- 24/7 Customer Support Center
- Manufacturing & Assembly
- Engineering & Test Labs
- Technical Service Training



Fast-Growing Trends in Digital Production

Short Runs/Print on Demand



- In 2010, near 100% of print jobs expected in less than 24 hrs*
- 75% of 4 color jobs total less than 5,000* prints
- Digital color POD (Print on Demand) will grow at a combined annual growth rate of 22%*

Web Fulfillment



- 59% of print providers cite turnaround pressure**
- 30% offer Web-to-print*
- Percentage of Web print spending is growing 18% year-over-year*

1:1 Marketing



- Variable data print enables 28% price premium*
- Full color variable data will double in the next two years
- Direct Mail Study: purchase history, color promotion had a 6.5% response rate

Expanding Applications

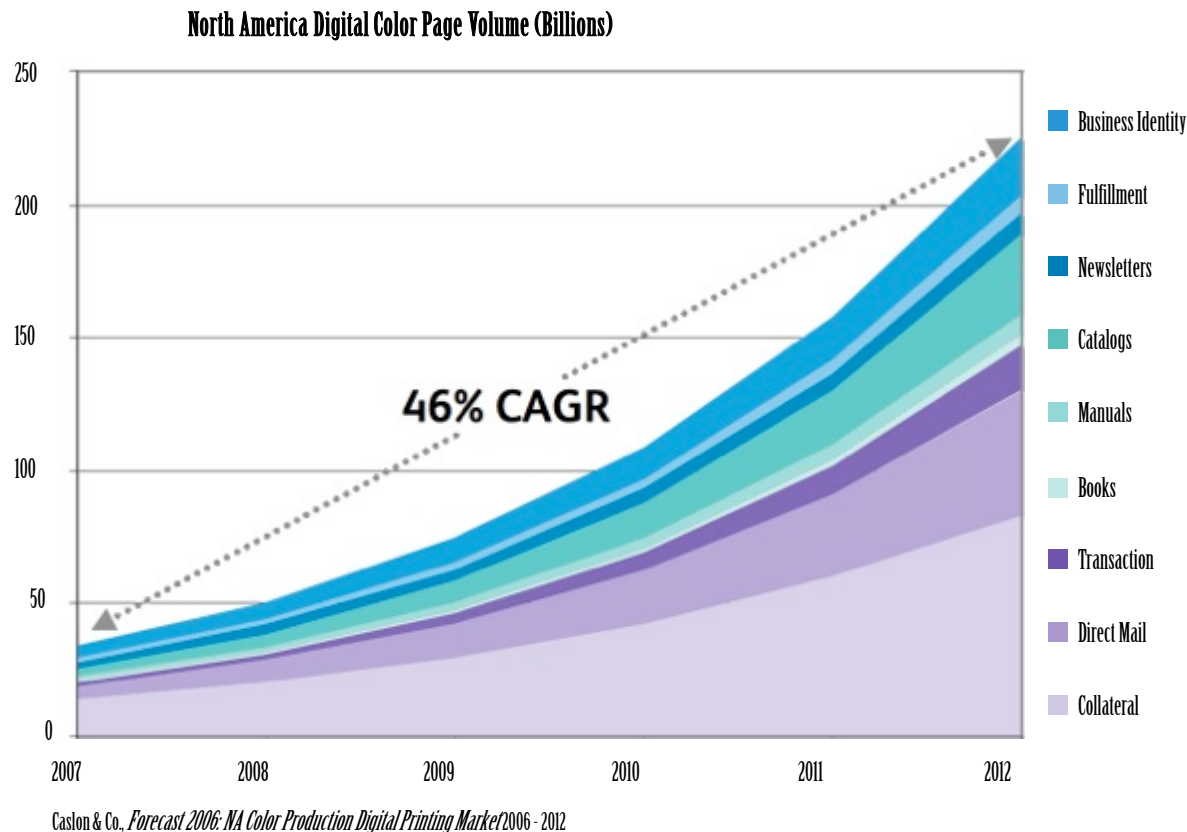


- Personalized applications; variable data, post cards, direct mail, cross media, 1:1 communications
- Vanity publishing such as; photo books, greeting cards, labels and calendars

*Source: InfoTrends/CAP Ventures

**Source: NAPL

Digital Color Page Volume Growth Trends



Key Messages

- Digital color page growth driven by convergence of new technologies with evolving and emerging market needs
- Sources of page growth include offset transfer, mono to color migration, emerging application types, new markets
- Key success factors include advanced print solution and coverage skilled in applications and process reengineering

OKI Data proColor Series

The OKI proColor portfolio allows us to meet customer needs for volume, performance, applications and more.

— “Grow your digital print business with an OKI proColor solution”

OKI proColor™



pro810 Series Digital Color Printers

Fast, professional-quality color proofs from an affordable, compact tabloid printer

- Complement to plotters for the AEC market
- 3 models, with network, duplex, extra paper capacity standard
- HD Color Printing for breathtaking output—even on ordinary paper
- Low printing costs and high operational efficiencies
- 2-Year On-Site warranty¹



pro910 Digital Color Printer

The tabloid printer with high-quality color and media flexibility for short-run applications

- HD Color Printing for breathtaking output—even on ordinary paper
- Fits seamlessly into existing color workflows
- Handles paper stock up to 330 gsm, 12" x 18", banners to 47.24", cling film, magnetic media
- Duplex (2-sided) printing standard
- 2-Year On-Site warranty¹



pro930 Digital Color Printer

The tabloid printer for incredible color output and consistently accurate color matching

- Embedded EFI® Fiery® System 8e controller with SmartRIP®
- HD Color Printing for breathtaking output—even on ordinary paper
- 1200 x 1200 dpi
- Handles paper stock up to 330 gsm, 12" x 18", banners to 47.24", cling film, magnetic media
- 2-Year On-Site warranty¹



pro900DP/pro905DP Digital Color Press

Brilliant, consistent production color and customized output—including envelopes

- Embedded EFI® Fiery® System 8e controller with SmartRIP® (pro900DP only)
- Handles paper stock up to 330 gsm, 12" x 18", banners to 47.24", cling film, magnetic media
- Prints up to 36 ppm in Color, 40 ppm in Mono²
- HD Color Printing for breathtaking output—even on ordinary paper
- 2-Year On-Site warranty¹



pro510DW Digital Color Web

Fast, customized continuous web printing with exceptional color quality for short runs

- Easy operation in Continuous and Cut Sheet modes
- Prints tags, labels at up to 30'/19.4m per min., full-color cut sheets at up to 36 ppm²
- Automatic cut and reload between jobs
- HD Color Printing for breathtaking output—even on ordinary paper
- 2-Year On-Site warranty¹

Application Flexibility for Short Run Jobs, Mixed Media, Variable Data Printing, Application and Substrate Latitude

OKI

Grow Your Digital Print Business With OKI



Our different technology designs provide the most optimum performance, flexibility, image quality and productivity to meet the demands of different print requirements.

Whether you are:

- Entering the digital color printing market
- Addressing a clients critical need
- Adding a digital color press to your offset business
- Expanding product offering
- Or increasing your existing digital color printing power

“OKI can get you up and running and help expand your digital color printing capabilities.”

OKI

Easy, Vibrant & Flexible

OKI pro900DP Envelope Printer delivers the performance, image quality and versatility with:

- Envelope feeder & transport for maximum productivity – simply load and print
- Ease of use makes quick work of short run jobs and quicker turnaround times
- Produce vibrant images with fine details, smooth sweeps and a wide color gamut
- Flexible applications & media substrate options to address more short run print requests digitally

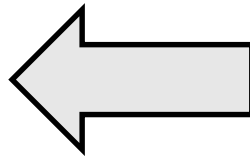
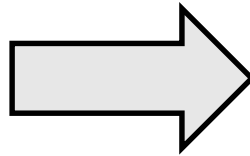


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What Makes OKI Data's Technology Unique?

Unique Advantages

- Straight paper path
- LED imaging technology
- Auto calibration
- Density registration
- Wide media substrate flexibility
- High resolution imaging
- Compact design
- Environmentally friendly



Customer Benefits

- Less jams in device
- More reliable imaging
- Color integrity
- Consistent color throughout
- Wider product offering to current & new customers
- Better image quality
- Retain valuable floor space
- No harm to the environment

OKI pro900DP

Flexible, Outstanding Image Quality

Flexibility

- Print more than just envelopes!
- Print on Demand
- Variable Data
- 150,000 monthly duty cycle (max)



Expanded Media

- Up to 330 gsm (120 lb. Cover) coated/uncoated
- Accepts wide variety of media 12.9" wide up to 47.24" long



Image Quality

- Wide color gamut
- 1200 x 1200 dpi
- Low Melt Dry Ink
- No fuser oil



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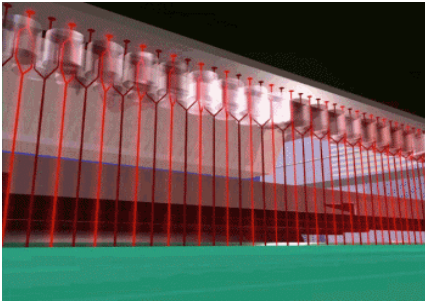
Expand Your Business With Short Run Digital

The New Business of Printing is POD “Print on Demand”

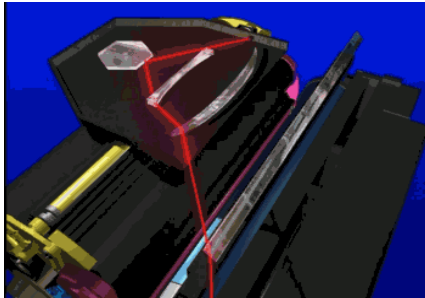
Short run applications to take advantage of;

- Business Cards
- Envelope & Letterhead
- Newsletters
- Brochures (up to 6 panel)
- Menu's
- Post Cards (with variable data)
- Variable Data (add value to print)
- Narrow Banners (12.9 to 47.24")
- Magnets (magnetized)
- Greeting Cards
- Window Clings
- Cut Sheet Labels, Bumper Stickers
- Presentation Folders (in full color)
- Super Market Shelf Talkers
- Door Hangers
- Point of Purchase
- Packaging Mock Ups (small format)
- Vinyl Medias
- Synthetic Medias
- Food Labels (toner FDA approved)
- Calendars
- Photo Books

Designed to Keep Your Business Moving!



LED = No Moving Parts.....
Lower Fuser Temperature
NO MIRRORS



Laser = Moving Parts.....
Collimation limits width
Higher Fuser Temperature
USES A MIRROR



LED Printhead Advantages

- Smaller dot sizes create highly accurate output
- Multi-level shading provides superior print quality and clarity
- LEDs have no moving parts and are ultra reliable
- LED is smaller and more compact, using fewer material resources and energy

OKI pro900DP

- Customer-focused design to increase print time, productivity and print volumes
- You perform key maintenance activities on your schedule
- Customer replacement parts
- 24/7 OKI proColor phone support to help you every step of the way

By replacing routine maintenance items, you maximize your productivity and optimize the performance of your OKI pro900DP printer.

OKI

OKI pro900DP Powered by Fiery

— Get the most from your OKI Printer



Fiery Delivers Usability

Adapts to any level of expertise Fiery Command WorkStation 5

- Gets jobs done with fewer clicks
- Offers all tools at the operators' fingertips
- Reduces operators' mistakes and waste

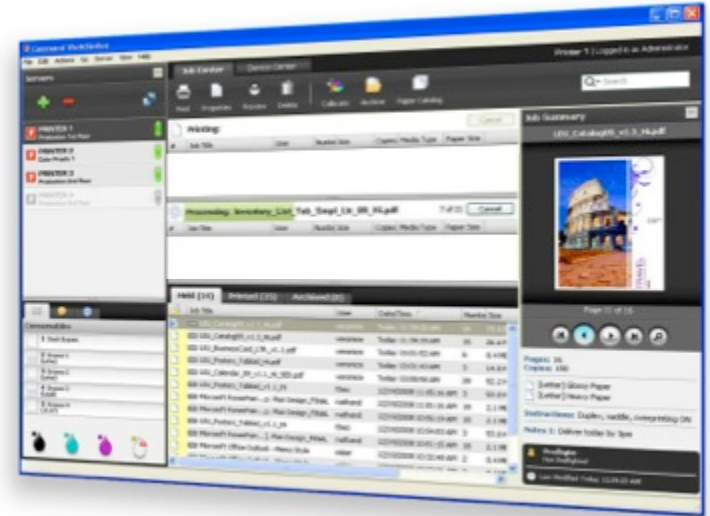
Automates print workflows and reduces print errors

- Produces completely finished jobs in a drag and drop command with Fiery Hot Folders

Maximizes engine's gamut to produce eye-popping color

Targets demanding photo print applications:

- Uses maximum print density
- Offers pure primaries
- Comes with Fiery Image Enhance



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OKI pro900DP Solution Overview



OKI proColor™
pro900DP

System Includes:

- pro900DP 1200x1200 dpi Print Engine
- 2 Paper Trays (530 sheet capacity per tray)
- EFI Fiery 8e Embedded RIP
- 2 Year MFG Warranty
- 5 Year MFG Warranty on LED
- 24/7 Technical Phone Support
- Starter Toner Supplies



Options:

- Auto Duplex Unit



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