



Press release



**Printing for
Professionals**

Océ announces new front end for its ColorStream 10000 enabled by CREO Color Server Technology

Düsseldorf, June 1, 2008

Océ, the market leader in digital continuous feed printing, today announced that its ColorStream 10000 printer will, in future, be supported by the new Océ PRISMAcolorworks output management and workflow system enabled by CREO Color Server. For Océ ColorStream 10000 and current CREO Color Server users, this means faster, easier, more efficient and cost-effective management of workflows for digital color printing.

Job production – and delivery of the information needed to create and print the jobs – is a complex interplay of multiple software programs. The Océ ColorStream 10000 with Océ PRISMAcolorworks output management and workflow system, enabled by CREO Color Server Technology, provides an end-to-end solution for designing, composing and producing personalized print output, encompassing a broad range of graphic arts applications such as books, brochures and marketing collaterals. This new front end solution permits today's users of CREO Color Servers to seamlessly integrate Océ's high-end graphic arts continuous feed printer into established workflows. Customers do not need to change their working process in any way.

Apart from high-speed printing support, superb color management and image processing technologies, CREO Color Servers feature full connectivity to the world of Graphic Arts workflow systems such as KODAK PRINERGY or KODAK BRISQUE Workflow Systems and many others. This enables CREO Color Server customers to integrate and seamlessly handle offset and digital workflows. Thus, the combination of leading edge technology from CREO Color Servers and Océ will enable customers to benefit more than ever from Océ's unrivalled software portfolio.

The Océ PRISMAcolorworks output management system meets the print industry's latest quality standards. Its sophisticated software technology speeds up production, increases reliability and enhances the quality and flexibility of printed output to achieve new levels of workflow automation.

“Océ continuously seeks ways to enhance its solutions offering by developing alliances with industry leaders in complementary technologies,” says Sebastian Landesberger, Executive Vice President Production Printing. “This is a significant new capability as we are experiencing strong demand for the Océ ColorStream 10000 in the expanding market for color digital print. This solution underlines Océ's commitment to fulfill the needs of graphic arts customers for high quality solutions in data generation and print production.”

“The strategic cooperation between Océ and Print On-Demand Solutions Group leverages our advanced server capabilities in digital imaging, color management, and commercial print workflow optimization. This opens up the tremendous potential of the Océ ColorStream 10000 to Graphic Arts customers and print service providers that have been waiting for the productivity such a system can offer” said Ilana Jucha, General Manager of CREO Branded Products. “We see this as further acknowledgment of CREO Color Server leadership in high performance digital print workflows.”

About Océ

Océ is one of the world's leading providers of document management and printing for professionals. The broad Océ offering includes office printing and copying systems, high speed digital production printers and wide format printing systems for both technical documentation and color display graphics. Océ is also a foremost supplier of document management outsourcing. Many of the Fortune Global 500 companies and leading commercial printers are Océ customers. The company was founded in 1877. With headquarters in Venlo, The Netherlands, Océ is active in over 90 countries and employs some 24,000 people worldwide. Total revenues in 2007 amounted to € 3.1 billion. Océ is listed on Euronext in Amsterdam. For more information on Océ, visit www.oce.com.

About Print On-Demand Solutions Group

The Print On-Demand Solutions Group develops and supports high-performance CREO Color Servers and key workflow solutions for a range of digital production printers and presses. It also develops advanced on-demand applications to enable the creation of personalized direct mail, targeted catalogs and other powerful one-to-one marketing communications tools.

This independent unit of Kodak's Graphic Communications Group will continue to help its customers leverage their investment in digital printing.

For more information about CREO Color Servers, visit www.creoservers.com

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