



Press release



**Printing for
Professionals**

Drupa 2008: digital newspaper printing – Océ opens new markets for publishers

Düsseldorf, June 1, 2008

Océ presents an array of business models to drive success

At drupa 2008 (hall 6, stand A44), digital newspaper printing pioneer Océ is showcasing how digital printing overall can help newspaper publishers forge new opportunities in the markets they serve.

Digital newspaper printing opportunities have been in Océ's spotlight since 2001, when the company inaugurated its Digital Newspaper Network, a global web of high performing printshops which deliver short-run digital production of a variety of newspaper titles at locations far from the publishers' home markets. "Framed by globalization trends, this decentral approach to newspaper printing offers huge growth potential," says Peter Wolff, Vice President Graphic Arts. "With mounting numbers of people leading highly mobile lives, newspaper publishers are increasingly focusing on ways to reach their core readers anywhere in the world, free of any time lag." The stumbling blocks: there is no way that printed newspapers can be freighted effectively over long distances, and printing locally is out of the question because the economics of the usually short run lengths simply do not add up.

To resolve this dilemma, Océ teamed up with publishers all over the globe to deliver a package of services for producing newspapers digitally – in the original layout and on original newsprint. Peter Wolff sums up the Océ services: "Our portfolio comprises advice on how best to proceed, technical service, the organization of data transfer, plus management of contracting and billing with the print service providers. None of our competitors offers anything comparable." For instance, Océ DNN print service providers currently print the New York Times in London, the UK Guardian in New York and the Australian Sydney Morning Herald in Singapore, London and Los Angeles on Océ continuous-feed printing systems – and production and delivery are simultaneous with the home market editions.

Micro/geo-marketing – the future of printed newspapers

According to the World Association of Newspapers, the greatest opportunities for publishers lie in micro/geo-marketing. This model enables publishers to serve the interests of both their readers and their advertising clients more effectively than ever before. Readers like to see news and local stories in their newspapers, and digital newspaper production can accommodate this interest by micro-zoning: producing short-run editions for a tightly defined geographic region. On the other side of the equation, the publisher's advertising clients gain new opportunities for local, tightly focused marketing. "For many regional newspapers, there is no longer any economic sense in printing a range of small local supplements," says Peter Wolff. "Digital printing would be a good cost-effective alternative. The printing systems already exist to do the job: with the new Océ JetStream 2200, for instance, we can print full-color daily newspapers in sizes up to Rhine format."

Yet even beyond targeting, the growth opportunities in micro and geo-marketing are huge. "Imagine an online portal where subscription readers can assemble their personal newspaper," says Peter Wolff. "Readers simply choose the subjects that interest them most – local sports, for instance, cultural events in the region, special pages for young people. Alongside the main part of the newspaper, readers then get a totally individualized newspaper delivered to their doorstep two or three times per week."

Special editions –reputation-building, always up-to-date

Another new business opportunity is the production of special editions on specific themes, assembled from newspaper content. “Newspapers have a reputation for seriousness and credibility”, explains Peter Wolff. “Internet content doesn’t enjoy anywhere near this level of credence. So why not leverage this advantage – and assemble special-interest dossiers for marketing to readers?” Publishers could run an online shop where readers select the content they want to include. The publication could then be printed digitally, with the production workflow initiated by the incoming order. “This business model ensures special-interest publications are up to date at all times: unlike the print-for-stock versions, digitally printed editions always contain the very latest articles.”

Digital newspaper production at drupa – made by Océ

At drupa 2008 Océ is showcasing the many opportunities of digital newspaper production, also clarifying which business models can be operationalized using which printing systems. One of the titles being produced in Düsseldorf is “Handelsblatt News am Abend”. Dubbed “the fastest newspaper in the world”, the Handelsblatt gets the first copies off the presses and en route to readers within 90 minutes of the editorial deadline. Printing of the 20,000-copy circulation kicks off at 14:00 sharp at 14 sites located throughout Germany, and by 15:30 travelers in the First Class of Deutsche Bahn InterCity Express trains are already leafing through their “Handelsblatt News am Abend”. “This too is a business model which is only possible with digital printing,” says Peter Wolff. “The publisher can closely target business people who travel by train, and can offer advertisers the prospect of a highly interesting target audience.”

In addition Océ is producing various daily newspaper titles from all over the world on a number of systems at drupa 2008. “It’s partly a service for our tradeshow visitors,” explains Peter Wolff, “And it’s also an ideal opportunity to demonstrate the strengths of digital printing. Without lengthy machine make-ready times, we can produce short runs exactly when and where they’re needed.”

The keynote international tradeshow of the print and media industry takes place from 29 May to 11 June in Düsseldorf. For more information about Océ at drupa 2008, please **visit www.drupa.oce.com**.

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.

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