



Press release



**Printing for
Professionals**

Océ Showcases Solutions for Popular TransPromo Market

Düsseldorf, May 31, 2008

Complete portfolio of hardware, software and support for TransPromo infrastructure

Océ, an international leader in digital document management and delivery, announced that it will showcase solutions at drupa to help print service providers and print buyers make the move to TransPromo production. Increasingly popular TransPromo applications are based on transaction documents such as invoices or statements enhanced with customized promotional information. TransPromo documents also leverage color for added impact and clarity. On the Océ stand A44 in Hall 6, visitors will see how Océ can help them maximize the impact of printed TransPromo communications.

“According to market research firm InfoTrends, 95 percent of transaction documents are opened and read, so they are excellent vehicle for reaching customers with other types of messages and information,” said Sebastian Landesberger, Executive Vice President Production Printing. “With our full range of print solutions, including monochrome, highlight color and full color, we can help our customers transform their applications and maximize their return on investment.”

TransPromo has achieved widespread acceptance in the US and is gaining momentum in Europe. Creating market-leading TransPromo applications requires flexible hardware platforms that can adapt to each application, coupled with flexible color output, expertise in application design, and easy tools that facilitate the variable document design process. Other important elements are data handling and processing capabilities, digital printing of variable data in monochrome or color, and document composition and process automation software.

Océ brings the potential of TransPromo workflows to visitors in stand A44 in PrintCity hall 6, where Océ is part of the TransPromo Competence Center. In a joint effort with Böwe and UPM, Océ will produce full-color TransPromo documents on the Océ JetStream 2200, finished and prepared for delivery on a Böwe inserting system.

Océ offers the hardware and software infrastructure and the support that customers need for their TransPromo strategies, and at drupa, Océ showcases ways to build a successful TransPromo infrastructure. The comprehensive hardware portfolio includes the Océ VarioPrint 6000 family for black & white duplex cutsheet printing. For high-speed continuous feed environments, Océ VarioStream solutions range from one-over-one to four-over-four colors, including Océ CustomTone capability for cost-effective reproduction of corporate colors. The Océ ColorStream 10000 is for high quality full color and black and white applications and adapts to the individual requirements of every application, delivering the exact level of color required. Océ JetStream systems balance brilliant inkjet color quality with stunning speed. The Océ CS family of medium-range production printers offers full color at 65 images per minute, with generous media input and output capacities. Océ powers these families of digital printing systems through open, integrated Océ PRISMA workflow software. Océ PRISMA tools make it easy to design, compose and manage variable data documents.

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.

For further information, please contact:

Océ Printing Systems GmbH

Press and Public Relations

Ralf Kastner

Tel. +49 81 21 - 72 37 79

Fax +49 81 21 - 72 33 99

ralf.kastner@oce.com

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