



Océ CS650 Pro

First to receive new Fogra certification



Fogra certifies Océ CS650 Pro driven by EFI technology as first-ever Validation Printing System

Venlo, The Netherlands, 28 May 2008 – Océ Technologies and EFI today announce that Fogra has certified the Océ CS650 Pro with EFI Fiery controller and Océ Proofing Paper as a Validation Printing System.

The combination of Océ CS650 Pro, EFI Fiery controller and EFI Colorproof XF or Color Profiler Suite is the first digital color production system ever to fulfill the requirements of this brand-new FograCert certification, which is based on ISO/NWIP 12647-7. The certification verifies that the Océ CS650 Pro prints with predictable and measurable quality according to set standards.

Guaranteed quality results for print providers and their customers

“The certification is great news for print providers and their customers,” says Dirk Van Thillo, International Marketing Director Color Production Systems at Océ. “It verifies that the Océ CS650 Pro produces consistently according to very strict standards. This certainty increases built-in efficiency of print jobs because printers and their customers don’t have to debate the results or be involved in potentially costly and time-consuming corrections.”

“A streamlined workflow is vital to business success in today’s highly competitive printing industry,” says Judy Lin, EFI’s Fiery Division General Manager.

“This Fogra certification is validation that a Fiery-enabled workflow can deliver the superior output and color quality necessary to eliminate one more area of uncertainty from the print production process. We are proud to have worked with Océ to achieve this industry first.”

New Fogra certification: “Validation Printing System”

The new Fogra certification “Validation Printing System” is based on ISO standard 12647-7, which defines exactly how “Validation Prints” must look. ISO 12647 sets measurable process standard criteria for different printing processes such as sheet and web offset printing, coldset printing (newsprint), rotogravure, screen, flexographic printing and digital printing (focusing on proofing).

“In the light of the incorporation of the so called “Validation Prints“ the international standard ISO 12647-7, for high quality contract proofing is currently under revision” says Andreas Kraushaar. He is convenor of working group 3 (WG 3: process control and related metrology) of the graphic technology committee TC130 within ISO and head of the prepress department at Fogra. “As we worked to define the standard requirements that best matched the future ISO norm we appreciated the extensive testing and quality measurements from manufactures such as Océ and EFI. The quality results from the Fiery-driven Océ CS650 Pro were in some criteria even within contract proofing quality limits. We have now incorporated tighter criteria in our testing procedure, which ultimately will benefit print producers and print buyers.”

Awarded to two Océ CS650 Pro configurations

Fogra assigns "Validation Printing System" certification to the following system configurations:

- Océ CS650 Pro + EFI Fiery IC-305 controller + EFI Color Profiler Suite
- Océ CS650 Pro + EFI Fiery IC-305 controller + EFI Colorproof XF

Color Profiler Suite is EFI's profiling solution for any printing environment and is especially suited for printers driven by EFI servers.

Colorproof XF™, EFI's versatile solution for proofing, production and photographic printing combines the company's latest color technology with a fast and flexible workflow, power, expandability and affordability.

Among the FograCert criteria the systems met were:

- Substrate color and gloss
- Permanence and light fastness [informative]
- Color accuracy [Gamut included]
- Homogeneity
- Short- and long-term repeatability
- Rub resistance [drying]

Dedicated to consistent quality in real-world situations

"Océ is dedicated to Printing for Professionals," says Van Thillo. "We are very proud to offer our customers the Océ CS650 Pro color production system, which provides the quality they need to serve their clients well. The Fogra certification is only part of this. We are not content merely to satisfy ISO 12647 standards on paper. We want to continue supplying our

customers with ISO-quality performance day in and day out in their demanding practices. Only in this way can ISO 12647 really provide the necessary quality to the graphics industry and to its clients."

On display at drupa

For more information or to see a demonstration of the Océ CS650 Pro, visit Océ at drupa 2008, hall 6, stand A44.

For details on Fogra product and services visit hall 5, stand Ao2 or visit <http://fogracert.fogra.org>

EFI is present at drupa in hall 5, stand Co1.

About Océ

Océ is one of the world's leading providers of document management and printing for professionals. The broad Océ offering includes high speed digital production printers and wide format printing systems for both technical documentation and color display graphics, as well as office printing and copying systems. 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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About EFI

EFI (www.efi.com) is the world leader in customer-focused digital printing innovation. EFI's award-winning solutions, integrated from creation to print, deliver increased performance, cost savings and productivity. The company's robust product portfolio includes Fiery® digital color print servers; VUTEk® superwide digital inkjet printers, UV and solvent inks; Jetrion® industrial inkjet printing systems; print production workflow and management information software; and corporate printing solutions. EFI maintains 26 offices worldwide.

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Printing for Professionals

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