



Press release



**Printing for
Professionals**

Drupa 2008: Océ ColorStream 10000 redefines flexibility in digital continuous feed printing

Düsseldorf, May 28, 2008

Powerful continuous feed digital printing system enables simple, economical migration path from B/W to color

Océ, market leader in continuous feed digital printing systems, is announcing new versions of the Océ ColorStream® 10000 continuous feed, full-color digital printing system. In addition to full-color printing, the ColorStream 10000 also prints B/W and in one or two custom colors. Available also as entry-level solutions, these models can be upgraded step by step into complete full-color systems, giving customers maximum flexibility for their investment path.

The Océ ColorStream 10000 can easily handle jobs that were not previously affordable or even possible on one system. Documents with two or three special colors can be printed productively and cost-effectively with the help of Océ CustomTone and the established Océ technique of quick-change color stations. Meeting all the requirements of the Graphic Arts market for quality, productivity and cost, the Océ ColorStream 10000 enables print service providers to maximize their investment in color devices by also generating revenue from top quality, cost-effective black & white jobs and in two or three colors.

Demonstrating digital color leadership in terms of productivity as well as quality, the Océ ColorStream 10000 lets print professionals respond easily to expanding requirements for high quality color. It prints 168 A4 images per minute, and can power through over five million full-color images per month. The duty cycle in other modes is even faster, at 800 images per minute in 1/1 mode, 344 ipm in 2/2 mode and 228 ipm in 3/3 mode. The heavy-duty continuous feed capacity can easily absorb the volume of multiple cut-sheet color printers. As a result, operations can consolidate their resources into fewer but more productive color devices with higher quality.

“The introduction of the Océ ColorStream 10000 family demonstrates yet another area where Océ is leading the industry by taking color printing beyond the ordinary,” says Peter Wolff, Vice President Graphic Arts. “As the first digital color press in its class designed for the Graphic Arts environment, the Océ ColorStream 10000 defines a new category for full-color digital printers. The combination of high quality full-color, flexible three-color, two-color and monochrome output, continuous feed productivity, dynamic pricing, and production speeds opens new opportunities for digital black & white and color applications in the Graphic Arts marketplace.”

The toner-based Océ ColorStream 10000 is designed to deliver the high quality color that Graphic Arts professionals expect. Further value comes from built-in Océ GraphicArts dot modulation for brilliantly sharp reproduction of both black & white and full color images. Applications such as books or catalogs are enriched with crisp graphics and smooth gradations for line art, illustrations and photos. The imaging technique changes the dot size to achieve precise Graphic Arts quality. For completely controllable, customizable black & white output, Océ FlexiDark® technology allows optical density to be adjusted according to the requirements of the application, while maintaining even coverage and perfect consistency. The tight continuous feed paper web ensures total media control and excellent registration on every printed document.

The system can print on almost any stock, from lightweight media to newspaper to heavy and glossy paper. Océ PRISMA® software complements the Océ ColorStream 10000 with prepress capabilities, document design, interoperability, and output and job management for highly productive Graphic Arts workflow.

The first commercial shipments of the Océ ColorStream 10000 are expected in the second half of 2008.

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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