



# Press release



**Printing for  
Professionals**

## **Drupa 2008: New Models Expand Range of Breakthrough Océ JetStream Color Inkjet Family**

Düsseldorf, May 29, 2008

### **Customers gain more choices for ultra-high-speed, full-color inkjet printing**

Océ, a global leader in digital document management and delivery, today announced the introduction of three new models in the groundbreaking high-speed Océ JetStream™ full-color inkjet line. The Océ JetStream family now offers high quality full-color output speeds ranging from 675 to 2,700 A4 impressions per minute (ipm), with easy upgradeability throughout the family.

The Océ JetStream series redefined productivity and quality standards for ultra-high-volume, full-color production printing when it was introduced in 2007. The newly expanded Océ JetStream portfolio is positioned to meet every customer requirement in terms of color quality, speed and duty cycles. The latest models expand the entry points for print operations that want to adopt the Océ JetStream platform for direct mail, transaction, TransPromo and other applications needing fast, outstanding black and white or color quality. The groundbreaking series was launched in 2007 with the 150 meters per minute (mpm) Océ JetStream 1100 and the Océ JetStream 2200 systems. Now the Océ JetStream 1100 and Océ JetStream 2200 models are joined by the new Océ JetStream 750, Océ JetStream 1500 and Océ JetStream 3000 systems.

With its 100 mpm speed, the new Océ JetStream 750 system is the entry-level model in the Océ JetStream family. It can deliver up to 675 full-color A4-size ipm at 600x600 dpi. The new Océ JetStream 1500 produces 1,300 full-color A4-size ipm in two-up duplex format.

Rounding out the family at the high end is the new Océ JetStream 3000 system at 200 mpm with a resolution of 480x600 dpi, making it the one of the world's fastest full-color digital printers in its class. The Océ JetStream 3000 system can blaze through jobs at a rate of 2,700 full-color A4-size ipm in two-up duplex format. This is equivalent to a duty cycle of up to 80 million pages per month and a monthly paper throughput of more than twenty million feet per month. The new Océ JetStream 3000 can deliver 600x600 dpi at 150 mpm providing additional flexibility to meet customer requirements for exceptional quality.

“The market response to the Océ JetStream platform has been very good. Customers now have a wider range of options to help grow their business with full color inkjet printing. The attractive price point of the Océ JetStream technology enables advanced color capabilities that are in high demand in the marketplace,” said Sebastian Landesberger, Executive Vice President Production Printing. “As with the other Océ JetStream models, the new systems are upgradeable, ensuring investment protection as well as room to expand capabilities. With the Océ JetStream family, customers can be confident that the Océ platform can grow with them. A customer could actually launch their full-color inkjet services with an Océ JetStream 750 system and grow into the maximum speed of an Océ JetStream 3000 system.”

The Océ JetStream family extends the Océ Job Appropriate Color strategy to ultra high-volume full-color speeds, expanding customers' ability to use just the right amount of color based on the business objective of each job. The series uses Océ DigiDot® piezoelectric inkjet technology, which varies drop sizes to deliver brilliant images, smoother halftones, stunning color and superior page coverage.

Powered by an Océ SRA MP controller, Océ JetStream printers are designed for seamless integration with industry-standard workflows and the rigorous demands and data rates of high-speed full-color printing. As a result, companies will find it easier to launch new applications such as variable personalization and TransPromo documents into existing IPDS workflows and document processes. With powerful Océ PRISMA® workflow software and connectivity to other proven front-end products, the Océ JetStream system performs in any environment without changing the workflow set up.

The Océ JetStream systems offer an integrated roll-to-roll configuration with a tight web for precise registration and control. Paper processing options include a cross perforation device for folding and a punch unit for pin feed holes. Optional roll slitter and folding units increase finishing options. Integrated finishing allows seamless workflow automation for uninterrupted production.

Océ JetStream systems are already in use for direct mail, transaction and other applications. Service bureaus, graphic arts operations, direct mail houses, offset printers and other commercial and corporate printers can deliver full-color, variable data output with exceptional quality at high speeds and maximum productivity. Customers benefit from lower operating costs, longer uptime and a wider range of paper choices than comparable products.

The entire Océ JetStream family is available for immediate order taking.

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](http://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](http://www.oce.com).

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