

Océ Job Appropriate Color



The color you need
when you need it

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Executive Summary

Color continues to be one of the hot topics in all areas of printing. When it comes to marketing materials, the appeal and impact of full color is undeniable because color is a powerful communications aid. But not all documents benefit equally from the addition of color, which also adds cost to every page.

On transactional documents, for instance, color can add clarity and provide branding. For direct mail, limited use of color adds eye appeal, while full color can make some offers more compelling. Other documents, such as most brochures and marketing collateral, would be less effective without full color. For these reasons it's important that print providers and their customers think about when, where and how they use color, and which kind of color is best for their application.

For many document owners and creators, the decision to use color is more often a case of "too much is never enough" instead of asking the more practical question of "how much is enough?" The answer comes from knowing your options and using them to create cost-effective documents that will deliver the desired results.

But making the right choices raises other questions, so how do you decide which is right? And how do you identify the technology that will meet your needs? Let's take a look.

Hardwired for color

Our brains are hardwired to be attracted to color. Colors evoke emotions, create emphasis, indicate membership in a group, and more. We use color to convey ideas and information and to make houses, automobiles and clothing more appealing. From the cave drawings of Lascaux to Egyptian tombs to illuminated texts to magazines to the flowing images of hi-def television, color is important.

But how much is necessary?

Just how much color is appropriate extends to the documents businesses produce every day. Color has long been the choice for advertising and marketing materials, typically using offset presses. For nearly thirty years, digitally printed documents were predominately black and white, sometimes using "shells" preprinted with one or more colors to aid eye appeal or provide corporate identity. Over the past decade technology—especially digital printing—has evolved to make printing any type of business document in full color a reality. Yet when it comes to digital printing today, there's really more to color than full color.

Does color have to be all or nothing?



Does color have to be all or nothing?

Walk around the floor of any printing trade show today and you'll see an immense volume of color printing taking place. Virtually every conceivable type of document, from tags and labels to bills and statements to direct mail to books to marketing collateral are available in full color, all printed digitally. The casual observer would think that black-and-white printing is all but extinct.

Key Questions About Your Document

What is the desired effect? What does the appearance of a document say about your company? Think about what you are trying to accomplish with a given document and whether the image of your company that's conveyed by use of color adds value to the document.

Can Color Make the Document More Effective?

Will information, ideas and concepts be clearer or conveyed more easily if color is used? Will a document do a better job of teaching, informing or selling by using color? If so, think about how much color is necessary and how it would be used. Sometimes full color is essential; other times highlight color may be more effective ... and appropriate.

In the real world of printing, though, black-and-white printing remains the overwhelmingly common choice. And while digital color is becoming more common it is usually an all or nothing proposition. Still, full color accounts for only a fraction of all digitally printed pages. A look inside many data centers, in-house printshops, service bureaus, and commercial printing operations reveals both color and black-and-white print engines, often only a few feet apart. Many of these machines were acquired to perform specific functions or run certain kinds of applications, each with its own business purpose. Monochrome units turn out bills, statements and book pages—applications where cost drives the choice of machine. Full color machines turn out a broad range of work, especially marketing collateral and direct mail materials—where cost is usually less of an issue. Sometimes color and monochrome join forces, such as color covers or pages for books or manuals that are merged and interposed with a monochrome book block. Still, most jobs are either full color or black-only. But it doesn't have to be an all or nothing proposition.

Job Appropriate Color

No one will argue that brochures, catalogs and other marketing collateral for clothing, cosmetics, automobiles, travel, home furnishings and more all require full color—either digital or offset—to obtain the best possible results. Full color is available from both offset and digital presses, sometimes using variable data. But for countless jobs, full color is unnecessary—even overkill—yet these jobs can still benefit immensely from the selective and judicious use of color—job-appropriate color.

Consider how different levels of color make a difference in some common types of documents:

- **A credit card statement or invoice** may need a company's logo printed in a specific color and perhaps have a shaded background in a complementary hue.
- **The quarterly financial statement** for an investment portfolio is more effective showing allocations of funds in charts or graphs using multiple colors.
- **Product manuals** can convey information more clearly and accurately through the thoughtful use of color as a way to clarify instructions.
- **A direct marketing program** to raise funds for a non-profit organization can use both highlight and full color printing, balancing production costs while improving the return on each mailing.

In each of these instances, job appropriate color can add the value of color to a document but does not rely exclusively on full color printing. And it does so more efficiently and at a lower cost (*see Color Basics next page*). Take a look at how job appropriate color makes these documents more effective.

- **Statements and invoices** are most often printed in black on pre-printed forms, or by a spot color printer dedicated to printing black and a specific second color. The former can be economical to print but create an inventory that is costly to store, manage, and is subject to waste and damage. Old-fashioned spot color printing allows use of plain paper but the color choices are limited to a few shades of red, green or blue. And changing spot colors between print runs typically requires substantial downtime and loss of productivity.

Using the brighter and broader palette of highlight color printing provides more color options to match logos and support corporate identities and can virtually eliminate pre-printing. This makes possible the use of plain paper for all transactional documents, simplifying inventories and reducing costs.

In addition, eye-catching highlight color can draw attention to special offers such as balance transfers, loan offers or tie in to promotions from selected merchants.

- **Color graphics**, such as charts showing investment allocations are a common part of statements from financial services providers. Such illustrations have commonly been done in black-and-white, with the colors denoted by patterns or different shades of gray. In some cases, full color is used but its high cost usually limits it to so-called "high-value" customers. Using job appropriate highlight color helps convey information more clearly and the low cost makes color affordable for all customers.

- **Manuals** of all types can be instantly improved by the use of highlight color. Many of these documents rely on a combination of text, diagrams or photographs to describe steps, processes and procedures. Clarity is essential. For homeowners or tradesmen installing a home theater system, for instance, showing electrical circuits and connections in different colors and patterns matching the wires being used simplifies the installation and reduces calls to the vendor's help desk. This means less frustration for home owners and greater productivity for tradesmen. In such documents, judicious use of color on an otherwise black and white page actually conveys information more clearly than full color because it emphasizes critical information. In addition, using highlight color has only a marginal impact on cost compared to using full color on single-use documents.

- **A direct marketing offer** for a non-profit organization could combine personalized information relevant to the recipient and combine it with full color images that evoke the desired response. The combination of personalization, information management and full-color variable data printing will typically produce a higher response rate and greater yield than a black-only request for greater return on investment.



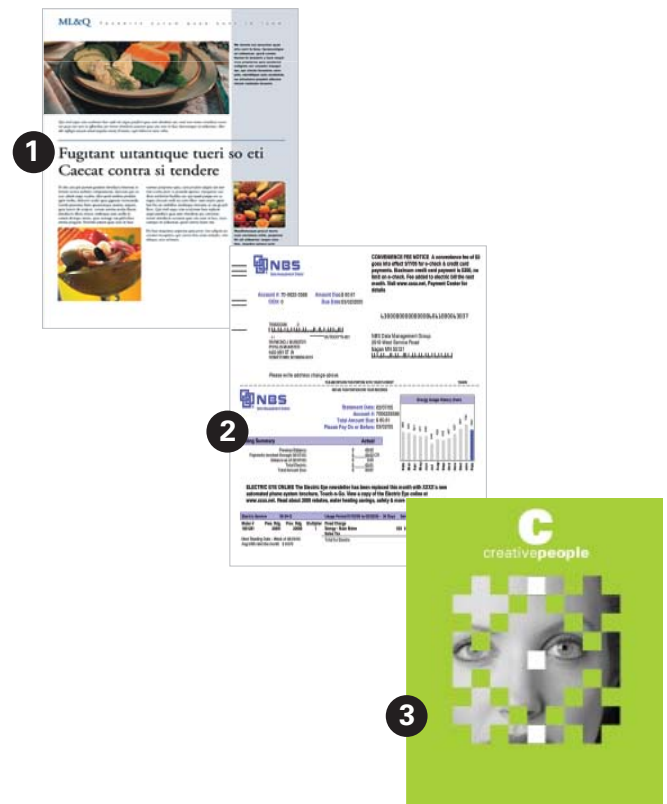
The Power of Choice

Color Basics

- 1 Full-color** digital presses use precisely blended amounts of cyan, magenta, yellow and black toners to create a given color, including some from the Pantone® Matching System. While the amount of toner used varies, the cost per page can be up to five times as expensive as printing in black-only. Even when printing only black, though, full color digital presses are less economical than monochrome or highlight color presses. In addition, they require regular calibration several times a day to ensure consistent color reproduction.
- 2 Highlight color** printing is less expensive because each color is not dependent on a precise CMYK mix. Instead, multiple shades of a color can be used based on the density at which the print engine prints the color. In some cases, adding a single color to an otherwise black and white document may only cost a third more than printing in black only. Furthermore, the cost can be directly related to the amount of toner used. For specialized needs, many custom colors, such as those for logos, can be created for use on some leading highlight color presses. Highlight color also enables cost-effective production of documents that contain colors on some pages and black only on others.
- 3 Job Appropriate Color** is being able to choose exactly how and when color is used, based on the business purpose of a document. For example, highlight color can be more efficient for many applications because it eliminates virtually all of the color management required to use full process colors during both document creation and production. In addition, highlight color digital presses generally provide faster throughput than full-color devices, meaning more jobs can be turned around in less time. And finally it is less expensive because it only uses the amount of color required.

Job appropriate color addresses each of these issues by letting print providers and their customers decide how much color is appropriate based on the type of document and the application. It truly provides the power of choice. It provides the unique ability to choose between highlight and full color printing solutions that provide the level of color required, at the right price point, and that deliver the expected business result. This is driven by 21st-century technology that can blend multiple spot colors in a single pass through a digital press to deliver a broad gamut and deliver eye-pleasing documents without the complexity or expense of full color. It is the ability to specify a custom color toner to match corporate logos and combine it with other hues to eliminate the need for pre-printed stock.

Yet when a job demands full-color, a job appropriate color press can deliver 4- and 5-color printing faster and at a lower cost per print than the all-or-nothing full-color presses on the market. This gives print providers and their customers the ability to make more cost—effective choices about how, when and where they use color.



“Job appropriate digital color provides the unique ability to choose between highlight and full color printing in order to provide the optimal level of color, at the right price, and that delivers the intended business result for every job.”

Value to Multiple Customers

There are different types of people involved in every document, including designers, marketing managers, print buyers, print providers, and the final consumer of the document. Each has a vested interest in certain aspects of a document and job appropriate color addresses their varied—and often inter-related interests. For each, job appropriate color provides the flexibility to choose the most appropriate solution based on the application, quality requirements, price or other criteria. It minimizes risk by delivering the right solution at the right price.

	Key Customer Hot Buttons	Benefits of Job Appropriate Color
Designer	Concerned with overall appearance and use of color to aid in usefulness of document, but also aware of budget limitations and production issues.	Enables choices to be made early in the design process to ensure document will work as desired and will meet budgetary constraints.
Corporate Print Buyer	Often focused on obtaining lowest price but also considers turnaround time.	Provides overall lower costs by using the right amount of color for each application. Faster throughput of highlight color presses may aid turnaround time.
Marketing Manager	Wants best quality for price, but needs to adhere to a budget and may be satisfied with multiple levels of quality if price is right and job requirements are met.	Delivers the quality that’s right for each job while gaining production efficiencies so documents reach the market sooner.
Print Providers	Need to reduce costs to increase competitiveness and/or grow profits. Seek efficiency in production capabilities and needs to do more with less. Wants to offer new services that differentiate him from competition. Wants reliable technology with low cost of ownership that’s scalable and adaptable.	Adds new options and capabilities across a full range of jobs and applications that can provide a competitive advantage that can increase sales and profits. Adaptable, scalable equipment and software enable doing more with less, lowering total cost of ownership.
End Customer (not print buyer)	Wants jobs done on schedule, for best price, but also looks at value. May be risk averse. Wants document to be as effective as possible.	Job appropriate color reliably delivers the most value for the money while optimizing the appearance and utility of document. In well-designed documents, job appropriate color facilitates understanding.

National Business Systems



“Color can make a document come to life, but you have to use common sense and use it appropriately .”

Turning Customers on to Color Highlight Color Increases Sales by 15 Percent

National Business Systems has never shied away from trying something new. Starting in the microfiche business, NBS today prints four to five million pieces a month, and up to 10 million during peak periods.

Several years ago NBS began making highlight color available to its customers who appreciated being able to add color where it was appropriate, effective, and added value to their documents—at a much lower cost than with full color. In just 18 months, sales increased approximately 15 percent. “For some clients, replacing preprint was the driving force,” explains Fred Conrad, NBS Sales and Technology Director. “But for most, the ability to highlight critical, variable information really sold them.

Today, job appropriate color represents a greater revenue stream than black and white. Conrad says NBS typically charges 50 percent more for highlight color and margins have increased by approximately 20 percent over black laser printing.

Choosing Océ for Color

Over three years, NBS converted a number of customer applications to color, but their existing printers were becoming unreliable. “We needed reliability, flexibility, and the ability to print multiple types of data streams with one device,” says Conrad. Tight

turnaround and speed were also requirements. “We could not afford to lose time printing in color so we replaced our old units with two Océ VarioPrint® 5115 highlight color systems.” The two machines produce nearly a million images a month, mostly highlight color statements and invoicing.

Making Color an Easy Sale

Job Appropriate Color also lets NBS win business that could have gone to a competitor, recounts Conrad. “One client that was unhappy with the look of their invoice began looking for a firm to redesign it. We produced a few concepts using highlight color to show them how they could bring their invoice to life. They ended their search and worked with us to design an invoice they use to this day.”

“Color can really emphasize key points on statements and invoices, such as due date, amount owed, and promotions, all without having to do much to the original application,” says Joe Tafs, company president. “The economics of the piece are also very important. Unlike marketing materials, people don’t want a big cost increase to send account statements in highlight color.” Reasons like these help convince customers highlight color is the right choice for their statements and invoices.

“For many customers, highlight color is also a cheaper, easier way to manage inventory, because they can use plain white cut-sheet paper for all their applications,” adds Conrad. “This eliminates having to order and manage an inventory of pre-printed stock.”

What’s Appropriate for the Job

Tafs feels full color will only have an impact on niche statement applications. “Some customers ask about full color, but the price, speed and turnaround are tough sells. The application has to demand it. I could see justifying full color for a small group, maybe the top ten percent of a brokerage firm’s clients, but full color variable printing is too expensive and slow for mass-market applications.



The California Franchise Tax Board



Using Color to Their Advantage

Documents are a way of life at the **California Franchise Tax Board (FTB)** where over 14 million personal income tax returns are received and processed each year. With volumes like these, even a small change—like making documents easier to read and understand— can have major impact.

“The faster a taxpayer submits their payment, the sooner the money can be banked and earn interest,” explains Colleen Harrison, FTB Senior Information Systems Analyst. “Also, if taxpayers understand what’s being asked of them, they don’t have to call FTB, which reduces our call center volume.”

“Some forms created more questions than answers,” relates Harrison. “Confused taxpayers pay late or not in full, resulting in late revenue. Taxpayers also confused the notice with ones from the Internal Revenue Service. They weren’t sure who was sending the document, why they should read it or what the requested action was. They would contact the call center to clarify, or paid late, or needed first and second reminders by mail.”

Job Appropriate Color

To improve the readability of its communications, the FTB redesigned forms and added highlight color. Through communication with other states, they’d learned that using color to accent key points resulted in faster response and fewer errors. FTB began adding highlight color to documents to make them easier to understand, and today, it can be found on requests for information, questionnaires, bills, notices, and other material.

Full color output would have been overkill, and even two- or three-color output wasn’t needed to achieve the business objective.

Adding just one well-researched color has achieved powerful results, and an Océ solution using job appropriate color made the goal realistic and affordable.

After the makeover, the business forms had clear, relevant content and clearly communicated how much time the recipient had to respond. “Key information is displayed in blue, which was found to be the most pleasing. We use this spot color to draw the taxpayers’ attention to specific points and guide the reader through the document,” says Harrison. “A calendar graphic conveys due date, and use of the state symbol spotlighted in color reduces confusion with federal notices.”

Job Appropriate Technology

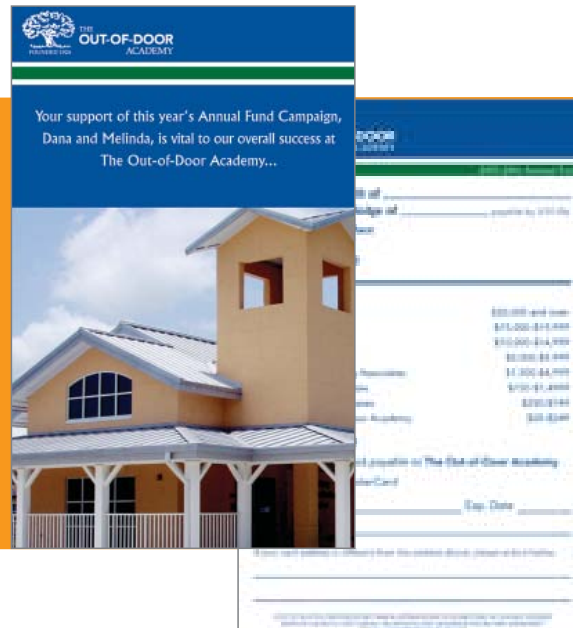
To implement the strategy, bills were migrated to Océ PageStream® and VarioStream® Triplex printers so FTB could add highlight color and run duplex and simplex output from the same system. The machines’ continuous feed format delivers the lowest cost production at high volumes and allows use of a single stock to reduce inventory. Unlike other systems, there’s no trade-off between color and throughput, so FTB can run monochrome or highlight color jobs at the same high speeds.

Job appropriate color has captured numerous benefits for the State of California through faster collection speed and access to tax revenues, more interest income and cost savings. In just the first month of using the new forms, FTB saw a **tenfold improvement** in response time, proving color can encourage faster turnaround. Payments now come in about three days sooner, resulting in increased interest income. In addition, clearer information reduced inquiries to the call center. Results like these gave FTB a return on investment within months and the upgraded program was recognized with the California Governor’s Clarity Award in 2002.

“If taxpayers understand what’s being asked of them, they don’t have to call FTB....”

One to One Gulfcoast

“What’s unique about our digital color production is from the first piece to the last, color consistency is precisely the same.”



Improving Fund-Raising for Non-Profit Organizations

Like other private schools, the Out-of-Door Academy, the second oldest private school in Florida, conducts annual giving programs to bridge the gap between tuition and the true cost of educating students. ODA turned to One to One Gulfcoast to boost the effectiveness of its direct mail solicitation for the annual giving campaign, but had no idea how much the results would exceed their expectations.

Armed with sophisticated personalization tools and job-appropriate, offset-quality digital color, One to One made extensive use of rich graphics, bleeds and vivid gradients to make postcards, donor cards, personalized letters and other materials stand out. Its Océ CPS 900 digital color presses, could provide personalized job appropriate color at a much more affordable cost than offset printing. In addition, unlike other full color digital presses, the CPS family of presses don't require calibration and deliver unsurpassed color accuracy and consistency from one job to another.

Variable Data Elements

Prior to starting the campaign, One to One surveyed each of the faculty with a short questionnaire. They posed questions like “What is your vision you have for your students?”; “What do you want to do for your students this year?” and “What do you hope students will get out of the school year?” The best quotes were driven into the direct mail copy based on the class of the individual.

The Production Process

“What’s especially unique about our digital color production is from first piece to last, color consistency is precisely the same,” says One to One partner Dana Place. Every piece of the campaign was printed on the Océ CPS 900 systems including letters and full color postcards with strategic variable data incorporated as part of the appeal.

The components included:

- **General Awareness Letter** to introduce the concept and validate the financial goals of the Annual Fund Campaign for all ODA families.
- **The First Appeal Letter** introduced the “stakeholders” to the theme of the campaign, featured heavy use of data driven variable content, and included a fully populated and collateralized pledge card.
- **A Follow-on Postcard** was targeted to drop prior to the ODA Extravaganza event. This postcard is a collaterally themed “tickler” to remind and update parents of the Annual Fund and to prompt for a response.
- **A Second Appeal Letter** went to all families who had not made a gift yet. This provided a status report by gross amount and grade-level giving compared to the goal, noted the tax benefits of the gift, and included a fully populated pledge card.
- **A Third Appeal Letter** went to all families who had not made a gift, telling them they had not been heard from yet, stressed the goal of having all ODA families commit to the fund, and provided another pledge card with an increased sense of urgency.

These were followed by additional postcard mailings before and after a phone-a-thon and a final appeal letter with a pledge card to all families who still had not made a gift.

Results

The campaign reached its financial goal by December 15, 2004, even though it was not slated to end until March 30, 2005. It resulted in a 42 percent increase over the 2002-2003 giving, which was itself a very strong year. The campaign netted 100 percent participation by trustees, faculty and staff, and a record 82 percent participation by parents.

The cost of color



It's a fact of life that color costs more than plain black printing—as much as five times more. Where full color is necessary, such as for direct mail or other marketing materials, the cost is accepted and understood as part of the job. Adding highlight color, which is all some documents require, is an increasingly attractive alternative because the added cost is incremental, adding slightly to the cost per page rather than substantially increasing it.

On high-speed, continuous feed printers like the Océ VarioStream 7000 family, you can flexibly add highlight color. With a twin configuration you can add black plus one color on one side of the page, or you can print one color on one side and another color on the other side. With a triplex configuration, you can print black and one color on one side plus black on the other side. This level of flexibility enables the most economical usage of color.

A document using two colors on front and black on the back can be produced using a third engine (in a triplex configuration) which puts the color toner on the front of the page. The cost for the additional color on the front would be based on the coverage required.

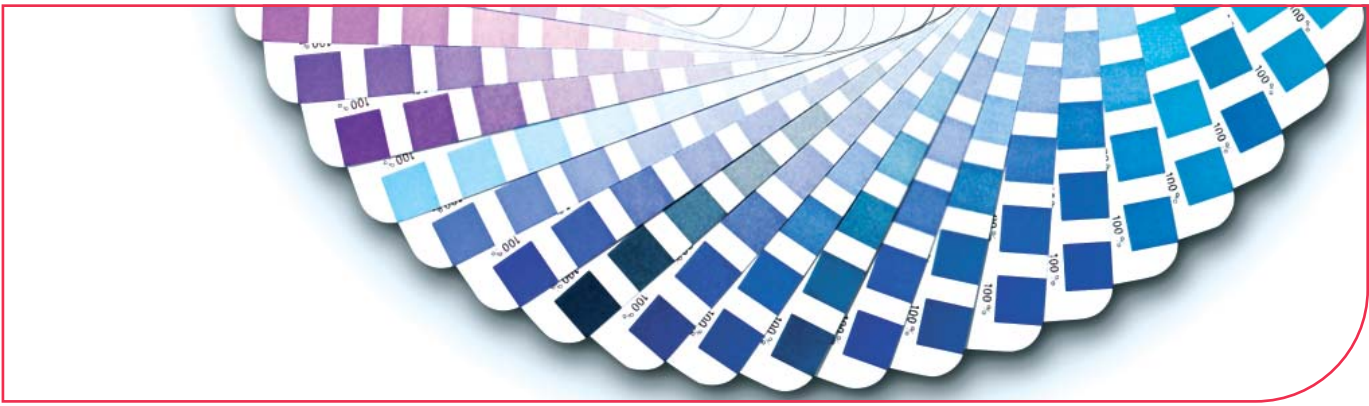
Océ's new, color-capable printing system, the VarioStream 9000 family, takes a different approach that reflects the needs of transactional, publishing and graphic arts markets for a broad range of documents. Each color added to a page adds approximately 33 percent to the cost of black only. So if color is primarily decorative (like a logo), or used to point out specific information, and the bulk of the page is black text, the added cost for color is minimal.

Conclusion: Being smart about color

Color in business documents is an undeniable, relentless trend. And it does add value to the vast majority of documents. In some cases it may be primarily “eye appeal.” In others it makes documents more useful and easier to understand. In still others, it adds value that drives sales, increases revenue, or in the case of non-profit organizations, raises contributions.

But full color, for all its vibrancy, is not for every document. It is easily justified for some jobs, but others flourish with a more job-appropriate level of color at a more economical cost. With the breadth of Océ's job appropriate full-color and highlight color technology, there is never a need to force a job to fit the requirements of the print engine. Customers can readily use the color technology that's best suited to their requirements, especially when graphic arts and data center world converge.

The business requirements of each and every job provide the answer to the question of “how much color is enough?” The value comes from using job appropriate color to make all documents as effective as they can be. It all comes down to being smart about color.



Océ VarioPrint 5000 and VarioPrint 5000 Advanced



Océ CustomTone color in a high performance Cut-sheet digital press

The highly acclaimed Océ VarioPrint® 5000 and the VarioPrint 5000 Advanced feature speeds of 108, 135 and 155 pages-per-minute. These systems are designed for corporate print rooms and data centers as well as commercial print providers with monthly print volumes between 300,000 and four million.

Adding value through CustomTone

Océ Job Appropriate Color is a key part of Océ VarioPrint 5000 performance and Océ CustomTone® lets customers create documents that stand out from the crowd. This unique highlight color technology allows eleven standard colors and almost any customer-specific color to be added to documents. Combined with Océ's Quick Change Developer Station (QCDS) a customer can use one printing system for any combination of monochrome, CustomTone or MICR toner by simply changing the developer station, a process that takes less than ten minutes.

Investment Protection, Modularity and Scalability

Customers want to be sure their production printing system will grow to meet future demands. Not only can customers easily upgrade the print speed of their Océ VarioPrint 5000, they have the flexibility of adding eight additional input trays for a total of 12 pick points, as well as a Roll-to-Cut-sheet option. With the full integration of UP³I, finishing options like stitchers, interposers, high capacity stackers, booklet makers, etc. can all be linked to the printing systems.

To optimize production workflows customers can select the appropriate Printer Defined Language modules to be added to the optional Océ PRISMA server for the Océ VarioPrint 5000 for seamless integration into existing workflows.

Océ VarioStream 7000



Digital Printing Océ VarioStream 7000

Versatility: configuration à la carte —Building on the concept of providing future-proof solutions that encourage growth and innovation, the Océ VarioStream 7000 family of continuous feed printing systems provides unprecedented power to compete, to grow, and most important, to innovate. Its flexible, field-upgradeable design enables you to harness the power of the biggest trend to impact the market in years—convergence.

Available in 20 different models, the Océ VarioStream 7000 can be configured as a simplex, duplex or triplex printing system with field-upgradeable speeds from 190 to 1,273 letter-sized pages per minute (2-up), offers variable print quality (economical, standard 240/300 dpi to 600 dpi graphic arts quality) and optional Océ CustomTone® color or MICR. You can choose pinless technology or tractor-feed paper transport.

For added flexibility, Océ VarioStream 7000 systems can also be run independently as two or three simplex machines, while a triplex system can have one duplex configuration and one simplex machine

The Océ VarioStream 7000 Triplex system is especially effective for producing individualized policies and statements. It can deliver highlight color for visual impact and corporate identity yet can also handle simplex output or one-color duplex jobs.

Future-proof Investment

Featuring the latest SRA controller (Scalable Raster Architecture) and hardware, the Océ VarioStream 7000 Twin and Triplex systems have built-in future security. An Enhanced Print Quality feature (EPQ) provides significant benefits for applications where superb digital quality is required. Better halftone reproduction is achieved through more precise dot placement and shape. You can handle more diverse applications—with the assurance of superb results every time, even on lightweight papers and heavy stock up to 180 gsm with modern pinless technology. The Océ VarioStream 7000 system offers unprecedented flexibility, power, and adaptability in digital production printing, now and in the future.





Océ ColorStream 10000

Full-color Digital Printing System

The continuous-feed Océ ColorStream 10000 is unique in all the printing industry. It is the only continuous-feed graphic arts quality full-color digital press with the agility to print in any combination of black-only, black with one or two highlight colors, or full color, and do so with complete flexibility from job to job, and even within a single job.

For example, some documents require full color printing, while others need monochrome or highlight color. But today, a single document might just as easily demand a mix of full-duplex monochrome, highlight color and full-color pages. This would normally require splitting the job between two or more cut-sheet print engines or using a full-color digital press with a high cost per page. Using a ColorStream 10000, the same document can be produced as a single job faster, more easily and at a much lower cost per page and per completed document.

One of the fastest electrophotographic full-color printing system on the market, Océ ColorStream 10000 system is designed to provide corporate and commercial print operations with a new level of off-set-class quality, lower total cost of ownership and production-class performance. It retains full functionality for one, two or three color printing and will support variable data printing and production publishing on the industry's widest range of substrates. It provides the ultimate in versatility and productivity to handle the broadest range of printing applications. More than a full-color press, it is a full-performance digital printing system.

Features and Capabilities

- Full-color, graphic arts quality color printing at 172 ipm or 39 feet per minute
- Three-over-three printing at 231 ipm or 52 feet per minute
- Two-over-two printing at 353 ipm or 81 feet per minute
- One-over-one printing at 852 ipm or 196 feet per minute
- Flexibility to switch modes, speeds, and usage in one application
- Field-upgradeability to 5/5 or CMYK plus one Océ CustomTone color.
- Single-pass duplex printing
- Superior graphic arts quality
- Automatic paper feeding
- Application and media versatility
- Océ Quick Change Color Stations (QCCS)
- Three-stage Océ TriboPrint™ imaging with infrared, non-contact fusing for maximum quality
- Océ Flexidark™ technology optimizes quality
- A tight web paper path for total media control and perfect registration quality - from 36 gsm to 240 gsm 19" paper and print width / full bleed

QCCS

Quick Change Color Station (QCCS™) is based on a patented Océ technology that allows colors to be changed in less than ten minutes. When fully implemented with up to five separate color stations, QCCS will enable the Océ ColorStream 10000 to use CMYK toner for full process color printing and a fifth station (when available) for use with an Océ CustomTone color. This enables full process color printing with ability to use an additional color such as for a corporate logo. *(see photo to the right)*

Océ VarioStream 9000



Black and color-capable Digital Printing System

The continuous-feed Océ VarioStream 9000 is uniquely capable of printing black-only or being configured as 9210, 9220, 9230 or 9240 models to print one, two, three or four colors, respectively.

Designed to provide corporate and commercial print operations with a new level of offset-class quality, lower total cost of ownership and production-class performance, the fully field-upgradeable Océ VarioStream 9000 system is designed with the agility to adapt as your requirements change. So as your applications demand more color-rich content, an Océ VarioStream 9000 can be upgraded from monochrome to two-over-two, three-over-three, and ultimately four-over-four, and five-over-five CustomTone and full process color, enabled by Océ's Quick Change Color Stations that let colors be changed in minutes.

For example, the Océ VarioStream 9230 is one of the fastest electrophotographic printing systems on the market for three-over-three printing, yet retains full functionality for black and white printing.

For maximum versatility, the Océ VarioStream 9000 system also supports a wider range of applications including variable data printing, production publishing, and accommodates the industry's widest range of substrates.

Features and Capabilities

- One-over-one printing at 852 ipm or 196 feet per minute
- Two-over-two printing at 353 ipm or 81 feet per minute
- Three-over-three printing at 231 ipm or 52 feet per minute
- Ability to print black and two other colors
- Flexibility to switch modes, speeds, and usage in one application
- Field-upgradeability to four-over-four or CMYK, and five-over five or CMYK plus one Océ CustomTone color.
- Monochrome, highlight color, and color-capable printing
- Single-pass duplex printing
- Superior graphic arts quality
- Automatic paper feeding
- Application and media versatility
- Océ Quick Change Color Stations (QCCS)
- Three-stage Océ TriboPrint™ imaging with infrared, noncontact fusing for maximum quality
- Océ Flexidark™ technology to optimize toner density
- A tight web paper path for total media control and perfect registration quality





Océ CS650 Pro

Isn't it time you took your printing operation to the next level?

As color adoption grows, commercial printers, CRDs and in-plant printshops need more options and power to expand services and capture new opportunities. To do that you need a fast, reliable, production color system that can accommodate a wide range of cut-sheet documents. You also need an affordable price that delivers the performance and value, to help you stay productive and profitable without sacrificing any image quality.

The Océ CS650 Pro meets a multitude of requirements in today's fast-paced production environments. It is a full-color laser printer, copier and scanner that uses high-density polymerized toner that requires no fuser oil and delivers 600 x 1800 dpi prints with crisp, streak-free, deep blacks and rich color that can be written on, printed over, or laminated, all on a wide range of substrates. It delivers outstanding color quality at 65 ppm, features excellent reliability, flexible media options and finishing configurations that can be easily configured to meet your business needs.

Highlights include generous input and output capacities for unattended production on substrates ranging from 16# bond to 110# cover and in sizes from 4" x 5.8" to 13" x 19.2".

Also included are dehumidifying and heating units to ensure adequate substrate conditioning. When this extensive paper handling is teamed with the numerous folding, stapling and finishing choices the CS650 is ready to handle a wide array of applications.

Combined with an attractive total cost of ownership, the Océ CS650 Pro is the best choice in an affordable, flexible and productive color printing system to meet all of your customer satisfaction, performance and profitability requirements.

Key Features

- 65 ppm, Letter-size; 36 ppm, ledger-size
- On-the-fly toner and media replenishment
- 300,000 monthly duty cycle.
- 7,500 sheet capacity paper drawers
- Touch screen monitor plus keyboard
- Auto-duplexing up to 256 gsm
- 39 ppm 600 x 600 dpi scanner, with scanning to local disk drive, mailbox, FTP, email, hold queue
- Media types include uncoated, coated, offset and cover stocks



Océ CPS 900 and CPT 60 and 90

How do you ensure consistent color quality?

For most digital color systems, consistent quality means spending hours every week calibrating a digital printer. Not so with the Océ CPS900 digital color press. Because the Océ CPS900 system uses revolutionary Océ CopyPress and seven-color direct imaging techniques you don't need to worry about calibration.

Ideal for professional production environments, the Océ CPS900 system produces black and white, mixed, and color output at a rate of 1800 images per hour, with a standard resolution of 600 x 2400 dpi. And when greater capacity is required, up to four Océ CPS 900 digital presses can be combined into CPT 60 and 90 Tandem systems for total throughput as high as 90 pages per minute. Calibration-free Océ CopyPress technology ensures that every image produced on all machines will be identical so you can reliably split long jobs across multiple engines. This provides optimal flexibility by enabling you to balance production across machines with the redundancy needed for meeting tight deadlines.

This is a big advantage over high-priced digital presses that force you to "bet the business to get the business". The Océ CPS 900 and CPT 60 and 90 give you the investment protection to let you grow at your own pace, and the pace of the business.

With the Océ CPS900 system, you can count on:

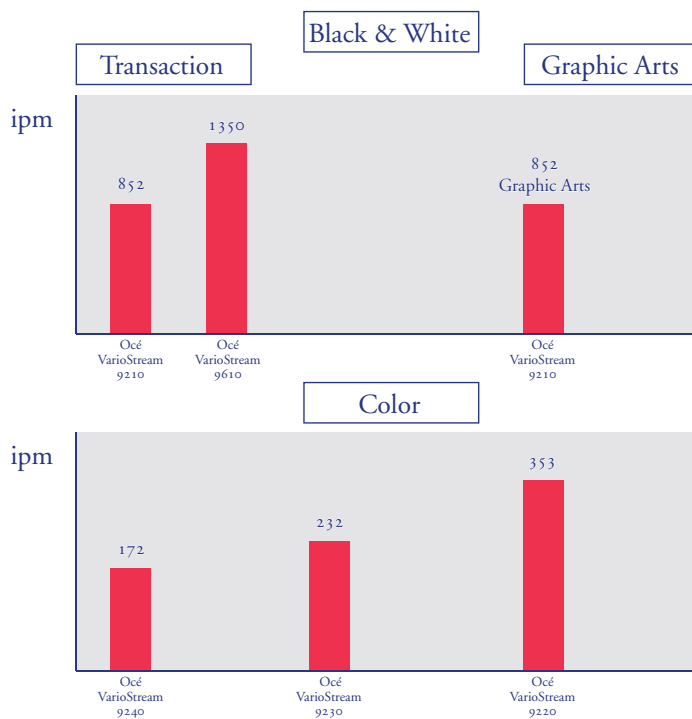
- **Consistency:** Océ CPS systems are built to deliver accurate, detailed, consistent results.
- **Reliability:** Océ Copy Press technology's short paper path provides worry-free operation.
- **Usability:** Simple, clean, one-button operation and Océ production design allow a single user to operate multiple devices with ease.
- **True Productivity:** You can expand business opportunities, take on new jobs and handle a wide range of media at full engine speed.
- **Document Durability:** Beautiful prints designed to last. Fold, cut, score, stitch, laminate and mail with confidence that the document will look as good reaching the recipient as it does coming out of the engine.
- **Scalability:** Cost-effectively upgrade your production capacity by adding Océ CPS engines. This enables you to split long jobs across print engines, quickly print jobs on a second engine when the first is busy, and use additional capacity for backup, ensuring maximum productivity.

The Journey into Color



Océ VarioStream 9000 black and color-capable technology: speed, quality, color

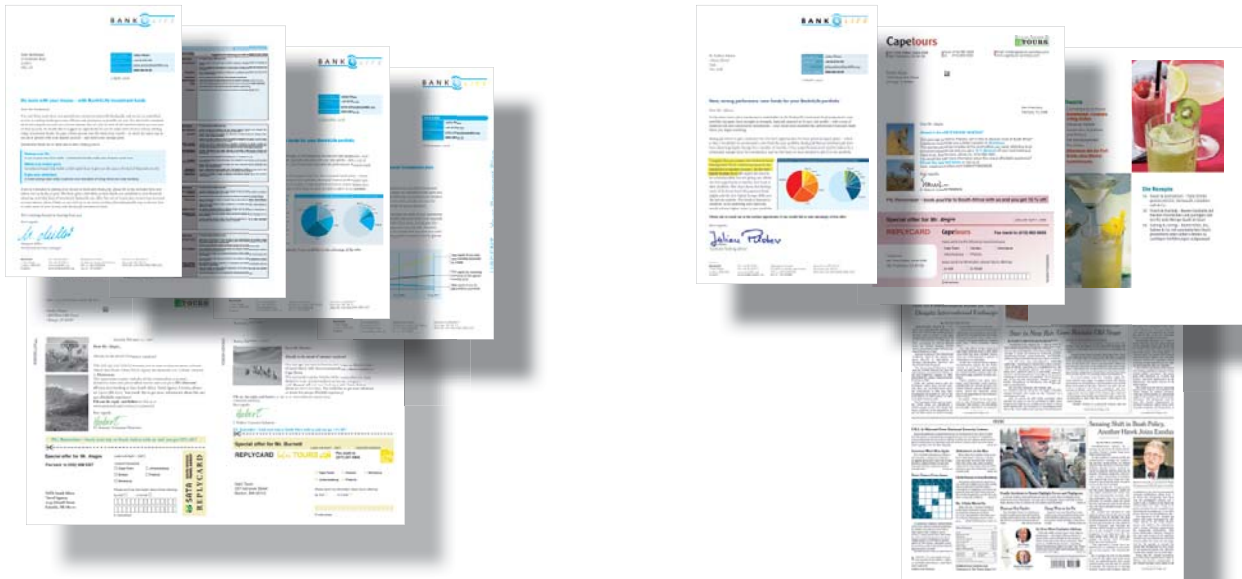
The starting point: black and white



- Universal platform
- Ideal solution for both transaction and graphic arts environments
- Adapts and grows as requirements change

- Most continuous feed applications today are black and white
- Océ VarioStream 9000 offers speed and quality
- GraphicArtsPlus quality halftone images

The destination: job appropriate color, job appropriate cost



- The use of color—spot or full—is determined by the purpose of the job and business goals
- Delivers the appropriate color at optimized speed
- You purchase and pay only for the color you need

Beyond the Ordinary



Printing for
Professionals

Océ helps the people who make our world. Companies everywhere use Océ technical documentation systems in manufacturing, architecture, engineering and construction. Each week, high-speed Océ printing systems produce millions of transaction documents such as bank statements and utility bills. And in offices around the world, people use Océ professional document systems to keep the wheels of business and government turning. Océ is also at work in publishing on demand, newspaper production and wide format color for spectacular display graphics. It all helps our professional customers go 'Beyond the Ordinary' in printing and document management.

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