

Successful Placements of Océ JetStream and ColorStream Printers Demonstrate Strong Demand for High Volume Production Color Solutions

Océ systems gaining traction with 26 percent of color continuous feed market

Trumbull, CT -- April 19, 2010 – Océ, an international leader in digital document management and delivery, today announced that the Océ portfolio of [inkjet and toner continuous feed color systems](#) continues to build market share and help customers drive new business across diverse sectors and applications. Based on soon-to-be-released 2009 placement data provided by InfoTrends, Océ technologies lead the market with a 26 percent share in the production color continuous feed segment in the combined U.S. and Western European geographies.

The Océ JetStream® family of inkjet systems joins the toner-based [Océ ColorStream®](#) line to create a full range of continuous feed color solutions. Over 20 orders for the latest product, the compact [Océ JetStream 1000](#) model, have been received worldwide in the first quarter of 2010 alone. With the flexible capabilities of Océ continuous feed technology, Océ supports adoption of high volume digital color printing for transaction and transaction marketing documents, direct mail, books, manuals, and newspapers.

“The demand for digital color applications continues to accelerate, and Océ is committed to helping our customers gain every advantage in pursuing these business opportunities. As the success of both our toner and inkjet continuous feed systems indicates, Océ remains on target with the wide range of color solutions we are bringing to market,” said Mal Baboyian, President, Production Printing Systems division, Océ North America.

At the forefront of the offset-to-digital transition

Océ ink and toner technologies are helping drive the transition from offset to digital printing across many applications, providing significant business and profit potential for digital print operations. The full color productivity of the Océ JetStream platform, for example, lets customers produce colorful, individualized direct mail in one work step, without the corresponding pre-production and cost of offset shells. In book printing, Océ technology transforms the supply chain, enabling books to be printed in short runs ahead of orders or one-off against an order. Printing on demand with the Océ ColorStream 10000 Flex system, is breathing new life into backlists, giving voice to new authors and enabling publishers to keep titles alive indefinitely. Digital printing also lets newspaper operations explore opportunities in short-run distributed print, niche publications or special editions, as well as in micro-zoning publishing.

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