



Océ
ColorStream 3500

Smart Communication in Color



Canon
CANON GROUP



Smart, Scalable,
High-Speed Web
Inkjet Press

“The most significant announcement from Océ in the past 10 years...”

Andrew Tribute, Print Media Journalist,
WhatTheyThink.com, Canon Expo November 2010



A Steady March to Inkjet and Color

The trend is clear. While the majority of print in transactional production, books, and direct mail is produced in monochrome and offset, the world of black & white printing is migrating to digital inkjet and color.

Industry analysts forecast, for example, that color print pages in financial services will grow from the current 10 billion pages per year to 50 billion by 2014. Pre-printed shells are becoming yesterday's technology as advanced “white paper in/color paper out” solutions.*

With the growing demand for full-color personalization, direct mail and collateral production is expected to grow from 20 to 50 billion pages.

The number of books using color pages is expected to double by 2014 as publishers move quickly from wasteful, long-run printing to more efficient short-run and on-demand production.

There is no doubt. For providers of high-volume transactional or transpromo materials, direct mail, books and manuals, and commercial print applications, the move to full color is no longer a matter of if, but *when*.

*Caslon, 2010

The Low Risk, High Reward Choice—Only from Océ

When you're ready to move into high-volume inkjet—either black & white or color—make it a safe, smooth transition with the Océ ColorStream 3500 Inkjet Press. With over 10,000 presses installed worldwide, Océ is the acknowledged market leader in continuous feed black & white production printing.

If you're familiar with the successful Océ JetStream® or VarioStream® series, you can't help but be impressed with the ColorStream 3500. It uses *the best of the best* from Océ—a proven powerful digital print engine, unsurpassed DigiDot® inkjet and SRA® controller technology, high-performance inkjet print heads, reliable paper transport and registration, and high data integrity, as well as Océ's market-leading PRISMA workflow.

Making the move from simplex to duplex or monochrome to full color has never been easier. With the unmatched flexibility and scalability of the ColorStream 3500, Océ helps you protect your investment—use it for current jobs and scale up easily for future requirements.

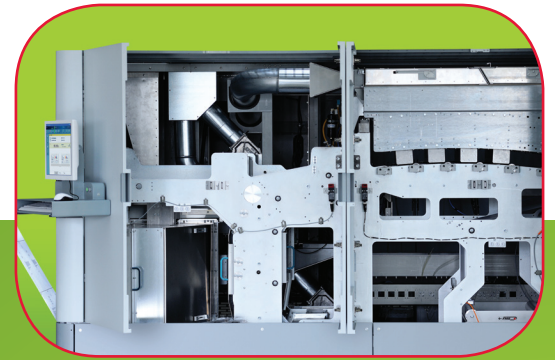
- Use the press as a dedicated monochrome solution and migrate to color as the market and your business evolves.
- The modular Océ ColorStream 3500 gives you the choice of single or twin configurations. You can make a safe initial investment today in a single engine for simplex production and easily upgrade later to a duplex solution when the time is right.

- With your choice of a straight inline, L-shaped, U-shaped, or H-shaped configuration, you can easily install the twin-engine ColorStream 3500 onto your production floor.
- Operate the twin engines together for duplex printing or separately for simplex printing or for black & white or color.
- Optional 5th and 6th colors enable special ink applications, such as MICR.



Océ ColorStream 3500 Inkjet Press

The Best Bet Yet for Building Your Business



Raise the volume:

Engineered for monthly print volumes from 4 to 30 million full color impressions.

Kick it into high gear: Continuous feed throughput of 536 letter size simplex impressions per minute; 1073 letter size impressions per minute, duplex.

Cutting edge coverage:

Print and paper width up to 21.25".



Flexible data stream support:

Directly accepts IPDS and HP-PCL data streams; supports PostScript, TIFF, PDF, ASCII, LCDS, and Metacode using Océ PRISMA workflow solutions.



Take control: Océ's PRISMA production and 3rd generation Scaleable Raster Architecture (SRA) MP controller assures data integrity and seamless workflow for transactional and graphic arts applications.



Get the drop: DigiDot piezo-electric, drop-on-demand, multi-level dot modulation; 600 x 600 dpi assures stunning color, crisp details and smooth halftones with less ink and waste.

Head of the class: Unrivalled operational efficiency enabled by Océ's Head Safe technology for economical, easy switching between monochrome and full color.

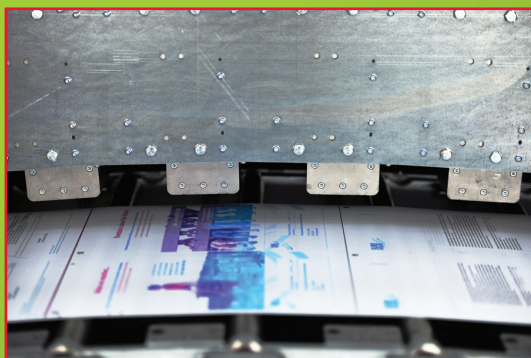
Play it InkSafe™: With RFID technology, the right ink color is installed in the right print module ensuring maximum uptime.



The color of money: Choice of pigment ink or dye inks for full color, spot color and MICR applications.

Waste not: Immediate and sustainable print quality right from the start. Quality prints during speed-up and ramp down result in significant paper cost savings.

Data center fit: Size, weight and floor load simplifies delivery and installation.



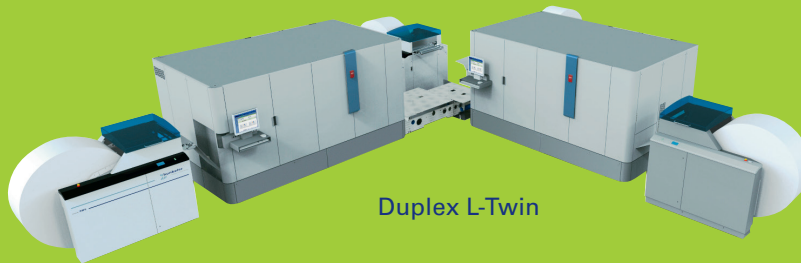
Simplex & Duplex Flexibility



Duplex Inline Twin



Simplex



Duplex L-Twin

Not pictured: Duplex H-Twin, Duplex U-Twin

The Perfect Fit

The ColorStream 3500 fits neatly into most any print operation and infrastructure. It features a floor load spec and power supply that is highly similar to monochrome continuous feed toner systems. With its modular elements and compact size, it is easily transported through doors and in elevators.

Concerned about assimilating the ColorStream 3500 into your workflow? Don't be. Connectivity features enable simple, swift integration—co-existing peacefully and productively with current workflows, such as your monochrome continuous feed toner devices.

New Generation SRA Controller

Building on 25 years of AFP/IPDS experience, Océ's latest generation SRA MP controller uses parallel AFP/IPDS, PDF and PCL6 rip processing architecture—including up to 21 processing units (84 cores) for up to 3,000 ppm. It also features the latest Adobe PDF Print Engine 2.5.

The PRISMA Suite Spot

Océ's PRISMA workflow suite represents state-of-the-art workflow software that is as comprehensive as it is scalable. It easily handles each stage in the pre-press lifecycle: job creation, submission, make-ready, and output management. PRISMA also supports all major data streams—AFP/IPDS, PDF, PCL, Line Data, LCDS, Metacode, PostScript, PPML, TIFF, and VIPP.

The Finish Line

Using a slack web, the ColorStream 3500 integrates perfectly with partner finishing solutions for cutting, folding, stitching, perforating and inserting. The press also features a traditional right-to-left orientation and Type 1 connectivity.

Award-Winning Service and Support

Océ customers have literally been "wowed" by the superb, professional, highly responsive Océ sales and support team. Océ focuses on machine performance, knowing that if the printer is running smoothly, the customer's business is also running smoothly. In fact, the Océ service operation earned the title of "Best in Class" for Service Optimization from an independent analyst. Evaluated in 13 separate categories, Océ bested the service divisions of nearly 200 firms in the print production industry.





The Voice of the Customer

What your peers say about Océ service and solutions support

*“Océ really sticks to the motto:
‘We’re not happy unless you’re happy.’”*

Ed Pruneda, i3logix

*“What I like about Océ is their willingness to help
us develop solutions and push their equipment
and their software in new directions.”*

Jim Goodwin, Business Ink



About Océ

Océ is one of the leading providers of document management and printing for professionals. The 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 100 countries and employs more than 20,000 people worldwide. Total revenues in fiscal 2010 amounted to approximately €2.7 billion. Océ is listed on Euronext in Amsterdam. For more information visit www.oce.com.

Océ North America is headquartered in Trumbull, CT, with additional business units in Chicago, IL and Boca Raton, FL. North America represents over 37% of Océ's worldwide revenues, and employment is over 9,000. For more information about Océ North America, visit www.oceusa.com. Outside the U.S., consult <http://global.oce.com>.

Océ and Canon: Stronger together

In 2010 Océ joined the Canon Group of companies with headquarters in Tokyo, Japan, to create the global leader in the printing industry. Canon develops, manufactures and markets a growing line-up of copying machines, printers, cameras, optical and other products that meet a diverse range of customer needs. Canon employs more than 170,000 people worldwide. Global revenues in 2010 were more than \$45 billion. For more information visit www.canon.com.

About Canon U.S.A., Inc.

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked fourth overall in the U.S. in 2010, with global revenues of more than US \$45 billion and is listed as number six in the computer industry on Fortune Magazine's World's Most Admired Companies 2010 list. Canon U.S.A. is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. At Canon, we care because caring is essential to living together in harmony. Founded upon a corporate philosophy of Kyosei – "all people, regardless of race, religion or culture, harmoniously living and working together into the future" – Canon U.S.A. supports a number of social, youth, educational and other programs, including environmental and recycling initiatives.

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Additional information about these programs can be found at www.usa.canon.com/kyosei. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting www.usa.canon.com/rss. †Based on weekly patent counts issued by United States Patent and Trademark Office. All referenced product names, and other marks, are trademarks of their respective owners.

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