Newspapers on demand
Experience the next generation of newspaper

Reading a daily paper is as much an iconic part of the daily routine as drinking a steaming cup of coffee. Whether it’s catching up on the local news at the kitchen table or reading the business section on a commuter train or at the airport, there is no experience quite like reading a newspaper.

A market in flux

As the world moves to the 24-hour news cycle and “everything on demand,” the newspaper industry is a market in transition. Savvy publishers are adopting online models and moving from broad-reach strategies to a more personalized, on demand approach. This approach leverages the highly efficient on-demand digital printing of newspapers in shorter and often, personalized runs.

Core strengths like local knowledge, relevant content, market research, advertising and distribution are key differentiators that newspapers can use to compete against new media like cable and the Internet. For most newspapers, success means embracing change and leveraging these strengths while moving to a leaner, more efficient model.

Digital printing delivers a competitive edge

Given recent advances in digital technology and changing requirements in the newspaper industry, it’s not surprising that the case for printing newspapers digitally is building.

Digital technology offers innovative ways to generate new business and revenue streams. It allows unmatched flexibility for printing color on demand with dynamic imaging, variable content and no stops between runs. It enables simplified workflows with no plates, no waste, and flexibility to accept ads and news right up to press time.

Best of all, with short-run digital newspaper printing, run lengths are extremely cost-effective. Providing the perfect remedy for an industry in transition, digital newspaper printing offers new ways to recapture circulation, readership and advertising revenues.

Ideal for niche products and short-run, local and smaller circulation papers, digital newspaper printing enables publishers to capture new opportunities. These opportunities run the gamut from driving revenues with out-of-market production of international titles, micro-zoning, and individualization to advertising revenues generated from direct mail and free weeklies. New localized and regional products can easily be tested and brought to market with the flexibility made possible by digital printing.
Locally printed international papers
One of the fastest-growing opportunities for newspapers to grow circulation, improve reader loyalty, and open up new markets is local printing of international titles at or near the point of distribution.

While readers traveling around the world historically have had to wait until noon or the second day to get copies of their native newspapers, they can now get them at nearly the same time they would at home. In fact, by printing international papers locally on demand, editions typically roll off the presses within 20 minutes of editorial close. The papers look and feel exactly like the paper at home and in most cases actually look better than the original. As a result, publishers don’t have to worry about subscribers defecting to other newspapers because of frustration with one- or two-day-old news.

Out-of-market printing of newspapers offers publishers an opportunity to capture new revenue by providing an attractive alternative to advertisers who want to target readership more effectively with personalized content.

The rise of the individualized newspaper
Today, consumers exert increasing control over every aspect of life, including information. As industries and communication channels migrate to a personalized, on-demand model and changing market conditions place pressure on traditional news media, the vision of the totally variable newspaper is becoming a reality.

For many publishers, newspapers personalized to regional or individual preferences like an iPod or a Kindle present an opportunity to offer daily news products that combine relevant, subscriber-selected content with targeted advertising.

Individualized newspapers encompass everything from small niche products to fully personalized daily papers that match content to individual, group, and regional preferences. A typical scenario might include a paper tailored to deliver more political content during an election cycle, more Congressional coverage during an important policy battle or more baseball coverage during the World Series.

The engines of innovation making the vision of the totally variable newspaper a reality are next-generation digital presses like the Océ JetStream family of ultra-high-speed inkjet color presses.
Digital newspaper workflow
In a typical Océ JetStream newspaper workflow, newspaper files, usually in PDF format, are received by Océ PRISMAproduction software, which converts the PDFs into imposed reader spreads ready for full-process color printing. Once the pre-press tasks are complete, the Océ JetStream SRA-MP controller accepts the data. If it is a static newspaper, it RIPs one complete newspaper and prints the RIPped version repetitively over and over in copy mode. If the paper contains personalized elements, the static elements are RIPped and cached while the variable elements are inserted in placeholders set aside for them. Next, the print engine prints the newspapers in sizes up to traditional 23-inch broadsheet. In order to use conventional finishing equipment, the newspaper output roll is sent to a near-line finishing system that cuts, gathers and folds the sheets into finished newspapers.

Océ PRISMAproduction Server
Océ PRISMAproduction Server software is a high-performance output management system that streamlines the newspaper production process, enabling better control and efficiency. When a newspaper is ready to be printed, it can be delivered from any input source to the Océ PRISMAproduction server, which retrieves the digital files for the newspaper, prepares the files and queues the job for printing, cutting, and folding. Océ PRISMAproduction Server software creates a unified platform for mid-to-high-volume high-speed printing on the Océ JetStream system as well as other Océ and non-Océ printers. The software, ideal for mid-to-very high-volume applications, includes fully-integrated pre-flight and color make-ready tools to streamline complex color workflows.

Streamlining the newsprint workflow from start to finish

1. Newspaper print operator creates a PDF file for the newspaper
2. Océ PRISMAproduction software prepares and imposes the files
3. The SRA-MP controller accepts data and sends to the Océ JetStream engine
4. Océ JetStream print engine jets images onto the pages
5. The printed web passes through a slack web interface to a near-line finishing system
6. Newspaper contents are cut, gathered and folded
The Océ JetStream series

A revolution in drop-on-demand color inkjet printing

Whether you’re looking to produce personalized full-color newspapers tuned to individual or geographic preferences or to print international papers out of market, the Océ JetStream™ platform can help.

With the Océ JetStream family of ultra-high-speed color inkjet printers, newspaper publishers have the technology platform they need to produce high-quality newspapers on demand, in shorter runs, at the point of distribution, with full color and as much or as little personalization as desired.

Océ JetStream technology uses a high-speed paper path to produce CMYK full-color output at a speed approaching 500 feet per minute with up to 600 dpi resolution. The result is an unbeatable speed and quality ratio with maximum versatility and reliability, easy integration and a lower total cost of ownership in any environment.

Powered by Océ DigiDot technology

Powered by revolutionary Océ DigiDot™ technology, Océ JetStream systems combine excellent quality with production speed. An innovation that delivers superior quality at lightning speed, Océ DigiDot technology uses the industry’s fastest piezoelectric, drop-on-demand inkjet print heads to jet droplets of ink only where they’re needed. Thanks to these very small drop sizes, Océ JetStream printers can produce higher quality images, smoother halftones and stunning color output with less ink and waste.

Océ DigiDot technology also results in a lower drying temperature, which consumes less energy and reduces paper distortion to deliver higher quality output. The ability to vary dot size is another key advantage that enables multi-level printing of photographs and halftones that require richer gray scales, contour-free gradients and better reproduction of fine details.

A solution for every customer requirement

Designed to meet every customer requirement for speed, quality and throughput, the groundbreaking series includes eight models—the mid-volume Océ JetStream 500 and 1000 systems, the Océ JetStream 750, 1100, 1500, and 2200 systems, and the 30-inch-wide Océ JetStream 2800 and JetStream 3300 system.

Smooth integration into any environment with Océ PRISMA software

By teaming Océ JetStream printers with Océ PRISMA® workflow software and its connectivity to other proven front-end products, the Océ JetStream platform can perform seamlessly in any environment—without changing the existing workflow.

Océ: a long-term partner with the newspaper industry

Innovating new business models and collaborating with customers is a key element of the Océ business philosophy. Strength in high-volume print manufacturing, expertise in data-intensive applications, and a customer-first culture uniquely position Océ to help newspapers make the transition to personalized news on demand.

Océ has partnered with the newspaper industry all the way back to the turn of this century with the development of the Océ Digital Newspaper Network. Today, we are actively engaged in dialogs with major newspaper publishers to help them overcome the challenges of the 21st century, and explore new business models and opportunities by leveraging technology to change the way they do business. Océ looks forward to continuing this path of innovation as today’s newspapers evolve into tomorrow’s highly personalized information delivery media.

A revolution in drop-on-demand color inkjet printing

The Océ JetStream series
# Océ JetStream Specifications

### Océ JetStream Series

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<thead>
<tr>
<th>Océ JetStream</th>
<th>1000</th>
<th>1500</th>
<th>2200</th>
<th>2800</th>
<th>3300</th>
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<tr>
<td>InkJet</td>
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<tr>
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<td>20.4” x 54”</td>
<td>20.4” x 54”</td>
<td>30” x 54”</td>
<td>30” x 54”</td>
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<td>36-200 g/m² (17 lb to 40 lb bond)</td>
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### 40 Page Newspaper

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<td>Berliner 12.4” x 18.5”</td>
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<td>666 papers/hr</td>
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<tr>
<td>Modified to Fit 10.25” x 14.5”</td>
<td>858 papers/hr</td>
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<td>Tabloid 11.5” x 15”</td>
<td>540 papers/hr</td>
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- **Océ JetStream 1000**: 246 feet/min
- **Océ JetStream 1500**: 328 feet/min
- **Océ JetStream 2200**: 492 feet/min
- **Océ JetStream 2800**: 426 feet/min
- **Océ JetStream 3300**: 492 feet/min

- **InkJet**: Océ DigiDot drop-on-demand inkjet technology
- **Ink**: Water-based dye, InkSafe™ technology
- **Pigment ink option**: Water based pigment, InkSafe technology
- **Print resolution**: 600 x 600 dpi
- **Print speed letter per minute**: 1074, 1428, 2148, 2792, 3221
- **Max image width duplex**: 20.4” x 54”, 20.4” x 54”, 20.4” x 54”, 30” x 54”, 30” x 54”
- **Paper weight**: 36-200 g/m² (17 lb to 40 lb bond)
Océ: a leader in sustainable products, practices and processes

As organizations seek out business partners with a proven record of environmental responsibility, Océ is proud to be one of the few companies for whom sustainability has been a defining principle from the very start. From the founding of the company in 1877, Océ has established a tradition of environmental stewardship that continues to raise the bar. In 1927, Océ invented the eco-friendly ammonia-free diazo copying process for technical documents. In 1958, Océ launched a new production process that reduced the use of solvents by 80 percent. In 1975, we received Europe’s first award for research in environmental protection.

Océ products have met the criteria of the United Nations Global Compact since 2002. In 2006, Océ received FedEx Kinko’s Best in Sustainability/Environmental performance award at the company’s annual supplier summit. We are one of the first companies to be RoHS compliant. We are an ENERGY STAR partner. And most recently, the company was recognized as an environmental leader in printing and document management through its selection as a Climate Action industry partner. Climate Action is an international communications platform that informs a worldwide network of businesses, United Nations, government and non-governmental organizations in promoting actions to limit human-induced climate change to ecologically sustainable levels.

In addition, many Océ products have received Germany’s Blue Angel award, given to products that meet a high standard of performance for efficient energy consumption, use of recycled paper and recyclable materials and that meet strict emissions regulations. Increasingly, sustainability is about how a company does business. Océ has employed sustainable practices for 130 years, and continues to build on that commitment every day.

About Océ

Océ is a leading international provider of digital document management technology and services. The company’s solutions are based on Océ’s advanced software applications that deliver documents and data over internal networks and the Internet to printing devices and archives – locally and around the world. Supporting the workflow solutions are Océ digital printers and scanners, considered the most reliable and productive in the world. Océ also offers a wide range of display graphics, consulting and outsourcing solutions.

Océ employs around 22,000 people, with 2009 revenues of approximately $3.7 billion, operates in around 100 countries and maintains research and manufacturing centers in the Netherlands, the United States, Canada, Germany, France, Belgium, the Czech Republic, Romania and Singapore. Océ North America is headquartered in Trumbull, CT with additional business units in Chicago, IL; New York City; Boca Raton, FL; Salt Lake City, UT and Vancouver, BC. North American revenues represents approximately half of Océ’s worldwide business and employment is approximately 10,000. For more information about Océ, visit www.oceusa.com. Outside the U.S., consult http://global.oce.com.