Digital printing of color statements and transactional documents
A brilliant way to make a statement

High-impact transactional documents with the power of color

Transactional printing: a dynamic and changing market

Every month, millions of transactional documents are sent out—invoices, statements, credit card bills, utility bills, customer loyalty notices and other communications. For many companies, transactional documents are their most visible link with their clients, providing a consistent opportunity to create a dialog with customers and suppliers. Not surprisingly, an estimated 95 percent of transactional documents are opened and read each month.

With the advent of the Internet, e-statements and online bill payment options, transaction printing is a market in transition. Even so, most people still prefer to receive paper statements, even if they make payments online.

Today, exciting developments on the transactional printing horizon give you the tools you need to improve the performance of your customer communications by combining the power of color with the immediacy of personalized data.
Driving results with digital color
In the past, printing full-color statements in high volumes has been out of reach for many organizations for three reasons—cost, speed and quality. And until now, there hasn’t been a high-speed color printing system that could deliver the desired speed and quality with an affordable cost of ownership.

Even so, there are many advantages to printing transactional documents in color. Studies show that people are more likely to read communications that are printed in color. Color captures attention, increases understanding and accelerates response. It enhances the reader’s experience and can reduce the number of calls to customer service call centers. It also eliminates the high costs of producing and managing inventories of pre-prints that often become obsolete.

Today, the technology is available to deliver the perfect balance of high speed, excellent quality and an affordable cost of ownership that full-color statement printing demands.

TransPromo—the next generation of customer communications
There’s another way to add value to transactional documents—the fast-growing TransPromo opportunity. A TransPromo document is a hybrid communication that marries traditional transactional documents like bills and statements with color, data-driven messages and relevant offers micro-targeted to consumers.

Using the white space on a statement or notification, these variable messages transform transactional documents into attention-grabbing marketing tools that advance customer relationships, build loyalty and create revenue-generating opportunities. At a time when organizations are looking to make the most of every resource and reduce costs, TransPromo documents can play a key role in achieving company-wide business goals.

Transactional documents are trusted communications that are expected and read regularly. Given their high read rate, they provide a rich opportunity to combine account status data with messages that create a personal dialog with customers. That’s why, in addition to TransPromo application development and other professional services, Océ offers advanced hardware and software solutions to help you extend your reach with TransPromo communications.
Streamlining the transactional workflow from start to finish

Transaction Workflow
In a typical Océ JetStream statement or TransPromo workflow, AFP/IPDS files are received by Océ PRISMAproduction Server software, which performs the critical role of converting and spooling AFP/IPDS files for distribution and workflow management. The Océ JetStream SRA-MP controller accepts the data, RIPs the files and applies color management control. Next, the files go to the print engine, which prints customer data merged with static or targeted messaging, depending on the application, in black & white, full-process color or both. From there, the printed web moves on to a variable perforation unit, which perforates the sheets for the remittance slip and to post-processors to produce fanfold stack output.

1. Print operator receives AFP/IPDS input files.
2. Océ PRISMAproduction software prepares files
3. SRA-MP controller accepts data and sends to Océ JetStream engine
4. The Océ JetStream print engine jets the images onto pages
5. The variable perf unit perfes the sheets for the remittance slip
6. The statements are folded and stacked

Océ PRISMAproduction Server
Océ PRISMAproduction Server software is a high-performance output management system that streamlines the statement printing process, enabling better control and efficiency. As an order comes in, the operator can deliver it from any input source to the Océ PRISMAproduction server, which retrieves the digital files, prepares them for printing and queues the job for processing. Océ PRISMAproduction Server software creates a unified platform for high-speed printing on 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.
The Océ JetStream series

A revolution in drop-on-demand color inkjet printing

Whether you’re looking to produce full-color statements or TransPromo communications in black and white or color, the Océ JetStream™ family of high-speed color inkjet presses can help. With Océ JetStream, you have the ultra-high-speed hardware solution you need to add value to transactional documents with color and variable data.

Combining an unbeatable speed and quality ratio with a low total cost of ownership, Océ JetStream technology uses a high-speed paper path to produce CMYK full-color output at a speed of up to 660 feet per minute with 600 dpi resolution. The system’s variable drop sizes support multi-level printing for faithful reproduction of very fine lines, photographs and halftones.

Powered by Océ DigiDot technology

Powered by revolutionary Océ DigiDot™ technology, Océ JetStream systems combine excellent quality with production 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 less waste.

Océ DigiDot technology also results in a lower drying temperature, which consumes less energy and reduces paper distortion. The ability to vary dot size 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 system.

Smooth integration into any environment with Océ PRISMA

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 your existing workflow.

Océ: a leader in the transactional printing market

Innovating new business models and collaborating with customers is the cornerstone of the Océ business philosophy. Strength in high-volume print manufacturing, expertise in data-intensive applications, and a customer-first culture position Océ to help transactional print operations add value to statements with variable data and full color at production speed.

As transactional print operations evolve to meet the changing requirements of a dynamic market, Océ is a leader in both transactional and TransPromo printing. What’s more, Océ offers one of the industry’s most comprehensive production color product offerings.

Whatever the challenge—data integrity, peak production or very high volumes of output with full color or MICR—Océ convergent innovations help transactional and direct mail professionals deliver cost-effective communications to customers. Today, Océ is the U.S. market leader in continuous feed printers according to recent InfoTrends data, and has held the number one position in the continuous-feed segment since the independent research firm began tracking market share.
### Océ JetStream Series

<table>
<thead>
<tr>
<th></th>
<th>Océ JetStream 1000</th>
<th>Océ JetStream 1500</th>
<th>Océ JetStream 2200</th>
<th>Océ JetStream 2800</th>
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<tbody>
<tr>
<td><strong>InkJet</strong></td>
<td>246 feet/min</td>
<td>328 feet/min</td>
<td>492 feet/min</td>
<td>426 feet/min</td>
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<tr>
<td><strong>Ink</strong></td>
<td>Océ DigiDot drop-on-demand inkjet technology</td>
<td>Water-based dye, InkSafe™ technology</td>
<td>Water based pigment, InkSafe technology</td>
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<td><strong>Pigment ink option</strong></td>
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<tr>
<td><strong>Print resolution</strong></td>
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<td>600 x 600 dpi</td>
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<tr>
<td><strong>Print speed letter per minute</strong></td>
<td>1074</td>
<td>1428</td>
<td>2148</td>
<td>2792</td>
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<tr>
<td><strong>Max image width duplex</strong></td>
<td>20.4” x 54”</td>
<td>20.4” x 54”</td>
<td>20.4” x 54”</td>
<td>30” x 54”</td>
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<tr>
<td><strong>Paper weight</strong></td>
<td>36-200 g/m² (17 lb to 40 lb bond)</td>
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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.

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 23,000 people, with 2008 revenues of approximately $4.3 billion, operates in more than 90 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 represented approximately half of Océ’s worldwide business in 2008, and employment is approximately 10,000. For more information, visit www.oceusa.com. Outside the U.S., consult www.oce.com.

Océ North America

<table>
<thead>
<tr>
<th>Production Printing Systems</th>
<th>Document Printing Systems</th>
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<tr>
<td>5600 Broken Sound Boulevard</td>
<td>100 Oakview Drive</td>
</tr>
<tr>
<td>Boca Raton, FL 33487</td>
<td>Trumbull, CT 06611</td>
</tr>
<tr>
<td>1.800.523.5444</td>
<td>1.800.523.5444</td>
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www.oceusa.com