



MEDIA RELEASE
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OKI PRINTING SOLUTIONS UNVEILS RANGE OF WORLD'S FIRST SINGLE-PASS DIGITAL COLOUR MULTI-FUNCTION PRINTERS

Appoints ECS Computers as Sole Distributor for its Printing Solutions

Singapore, 18 August 2005 – For the first time in Singapore, OKI Printing Solutions unveils its latest range of digital multi-function printers which utilise the revolutionary **single-pass digital LED technology** pioneered by OKI Printing Solutions. The first of its kind in the world, this technologically advanced [paper loading system](#) was launched in [<May 2005>](#). [Please verify](#).

These printers print up to **four times faster** than 4-pass laser printers and the straight paper paths ensure fewer jams and smoother handling of a wide range of paper weights from 55gsm to 268gsm.

In addition, they offer high quality brilliant colour prints with amazing accuracy and clarity. Besides providing an extensive range of network, duplex colour and mono printing, they also possess network scanning and copying functions. Most importantly, these printers are versatile, cost and time effective and extremely user-friendly.

Key innovative functions include printing of A3 colour spreadsheets, banners of up to 1.2 metres, Gant charts, business cards, as well as network scanning and scan to email.

Due to its efficiency and high volume capabilities, these printers are perfect for Small and Medium Enterprises (SMEs), home offices, as well as studios, graphic design houses and printing shops.

Latest range of single-pass digital colour multi-function printers by OKI Printing Solutions

Models	C3200 / C3200n (desktop printers)
Pages printed per min	12pp (colour), 20pp (mono)
Paper weight	75gsm to 203gsm
Special features	Photo Enhance – clearer, sharper and better resolution prints on ordinary paper Capable of printing 1.2m banners
Optional features	Duplex – for double sided printing
RRP	C3200 – S\$ C3200n – S\$

Model	C5510 (desktop or standing printer)
Pages printed per min	12pp (colour), 20pp (mono)
Resolution	1200 x 600dpi / 48 bit, 4800 dpi scanning resolution
Paper weight	60gsm to 203gsm
Special features	ScanSoft® PaperPort® – enables electronic filing and storage of scanned documents Optical Character Recognition – turns scanned documents and images into readable and editable text documents
RRP	S\$

Model	C5540 (standing printer)
Pages printed per min	16pp (colour), 24pp (mono)
Resolution	1200 x 600dpi / 48 bit, 4800 dpi scanning resolution
Paper weight	60gsm to 203gsm
Special features	ScanSoft® PaperPort® – enables electronic filing and storage of scanned documents Optical Character Recognition (OCR) – turns scanned documents and images into readable and editable text documents PCL and PostScript language compliant – able to print graphic files such as PDF and Mac files
Optional features:	Duplex – for double sided printing

RRP

S\$

Model

C9600 (desktop or standing printer)

Pages printed per min

36pp (colour), 40pp (mono)

Resolution

ProQ2400 Multilevel Technology – impressive colour prints

Paper weight

55gsm to 268gsm

Special features

Auto Colour Balance – provides consistent colour results for life of printer

Optional features

Saddle-stitch Finisher – functions include folding, stapling and hole punching

Duplex – for double sided printing

RRP

S\$

Model

C9800MFP (standing printer)

Pages printed per min

36pp (colour), 40pp (A4 mono)

Resolution

1200dpi x 1200dpi

Paper weight

55gsm to 268gsm

Special features

For consistent colour and copy results, features include EFI's Fiery™ Technology, ProQ4800 Technology and Auto Colour Balance

Largest Colour Touch Screen – largest in its class

Optional features

Saddle-Stitch Finisher – functions include folding, stapling and hole punching

Duplex – for double sided printing

RRP

S\$

Model

C9800GA (standing printer)

Ideal for studios, graphic design houses and printing shops where accuracy, durability and volume are the key needs

Pages printed per min

36pp (colour), 40pp (mono), 19pp (A3 colour), 21pp (A3 mono)

Resolution

1200dpi x 1200dpi

Paper weight

55gsm to 268gsm

Special features

1GB memory, 1GHz processor speed

EFI's Command WorkStation™ – ensures easy management and preview of print queue, and balances the workflow of networked devices

EFI's Spot-On® – helps match specific spot colours

Hot Folders – ensures print jobs are printed correctly with minimal user intervention by automatically applying job properties and settings to a file.

Auto Colour Balance – provides consistent colour results for life of printer

Optional features

Saddle-Stitch Finisher – functions include folding, stapling and hole-punching

Duplex – for double sided printing

APPOINTMENT OF NEW DISTRIBUTORSHIP OF OKI PRINTING SOLUTIONS

~~OKI Printing Solutions has appointed ECS Computers (Asia) Pte Ltd in Singapore as the sole distributor of OKI Printing Solutions in Singapore from ??? of 2005.~~

~~Says Mr Jansen Ek, Group Chief Operating Officer, ECS Holdings Ltd, of OKI on this important alliance with ECS, “?????????” (jenny quote please)~~

~~ECS Computers (Asia) Pte Ltd is one of five subsidiaries under the ECS Holdings Limited (ECS) Group. This Group is a leading ICT product and services provider serving and supporting Asia's growing IT infrastructure. ECS has established itself as a leading regional ICT hub, offering a comprehensive range of world-class ICT products for diverse sectors of the economy. As a one-stop IT hub, ECS offers corporate ICT users the most comprehensive range of IT products and technology. ECS is listed on the Mainboard of the Singapore's Exchange Securities Trading Limited since 2001.~~

~~Says Mr Jansen Ek, Group Chief Operating Officer, ECS Holdings Ltd, “ECS is honoured to be appointed as the exclusive distributor for OKI. With OKI's leadership in printing solutions, the breadth and depth of ECS' product offerings is now even more comprehensive. OKI complements well with our portfolio of more than thirty leading-edge products. The better margins that OKI bring in will be an added bonus.”~~

~~Oki also today announced the appointment of ECS Computers (Asia) Pte Ltd in Singapore as the exclusive distributor for OKI Printing Solutions in Singapore. ECS is~~

one of the leading infocommunications and technology distribution firms in the region and is renowned for distributing numerous world-class technology products across Asia Pacific.

[Name], Oki's [title], "Oki's focus will be to optimise our current success by continuing to support our existing channel partners and that of our new partners such as ECS Computers to take us into new channel areas and new market sectors. The deal with ECS offers Oki additional opportunity to take our higher value, more specialised business products to new customers through our combined focused strategy."

Jansen Ek, Group Chief Operating Officer, ECS Holdings Ltd, said, "We are obviously delighted to be working with Oki as this partnership extend our capabilities of offering a breadth of solutions to our customers. We believe the combination of Oki's traditional high quality products and the price performance breakthrough that the Oki digital color multi-function printers offer will revolutionise the printing market and help grow Oki's market share."

- Ends -

All product images are downloadable from local website which can be accessed via our global portal at www.okiprintingsolutions.com

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Notes to editors:

- OKI Printing Solutions is the specialist business printing solutions subsidiary of OKI Electric Industry Co., Ltd.
- Annual turnover for OKI Printing Solutions is \$1.3bn (FY03)

- OKI Printing Solutions' sales are divided between 50% Europe, 27% US, 19% Asia and 4% OEM products
 - OKI Electric established in 1881, is a Japanese electronics manufacturer, with an annual turnover of approx. \$6.2bn (FY04)
 - OKI Electric employs approx. 20,960 people throughout the world with 5,650 employees outside Japan
 - OKI Printing Solutions is represented in 120 countries worldwide
 - OKI Printing Solutions is the trading name of OKI Data Corporation
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Corporate backgrounder

OKI Printing Solutions was established in 1998 (to verify) and is represented in 120 countries worldwide. It is the specialist business printing solutions subsidiary of OKI Electric Industry Co., Ltd. which was founded in 1881. OKI Electric is a Japanese Electronics manufacturer with an annual turnover of approximately \$6.2 billion (FY04).

OKI Printing Solutions has been at the forefront of innovation in the A4 & A3 colour page printer market segment through its range of market leading, digital LED colour printers. OKI Printing Solutions has continued to innovate and bring new models to market, expand its applications and services and believes that only genuine in-house printing solutions will drive the growth of colour adoption in business.

Today, OKI Printing Solutions is a pioneer and challenger in this segment with 8.4% global market share and ranked in the top 5, worldwide (to verify). Our focus is on the professional colour page printer segment (>10ppm) that offer effective colour and mono printing and where productivity is vital. In this segment we have a global market share of 18%. (please verify).

In Singapore, OKI hopes to capture ???% of the market share with the launch of this latest range of single-pass digital colour multi-fuction printers.

Since 1998, OKI Printing Solutions has sold over 500,000 digital LED colour printers worldwide. (please verify)

Fact Sheet

Parent Company	OKI Electric Industry Co., Ltd.
Established:	1881
Name of subsidiary	OKI Printing Solutions
Established	1998
Company in Singapore	OKI Data Singapore Pte Ltd

Established	19??
Speciality	Range of Printing Solutions
Latest range	C3200/C3200n, C5510, C5450, C9600, C9800MFP, M9800GA
World leader	first in the market with single-pass digital colour multi function printer

[Market share for printing solutions \(as of 2004\)](#)

FAQ tentative.

What is Single-Pass Technology?

What is the unique selling point of Single Pass machines?

What is the accepted paper weight for Multi-Function digital colour Printers (MFP)?
Paper between 55gsm and 268gsm in weight can be used.

Are there any downsides to Single Pass technology?

When did OKI come up with this technology?

What is OKI Printing Solutions market share in Singapore?

What is OKI Printing Solutions market share in Asia?

What market share does it hope to capture in 2005/2006?