



Océ

Presentation for
WAN IFRA

Newspaper Market Océ Position and Solutions



Printing for
Professionals

Monika Olbricht
 Director Marketing & Corporate Communications
 Océ Italia

June 23, 2010

Corporate Profile



- Océ today:
 - 22,000 people worldwide
 - Annual revenue 2009:
€ 2.6 billion
 - Worldwide distribution in around
100 countries
 - Direct sales and services in 30 countries
 - 10 R&D-sites in 9 countries
(1,550 people)



Océ Products



Document Printing

Production Printing

Wide Format Printing Systems

Océ Business Services



Office Systems

Printroom Systems



Graphic Arts Systems

TransPromo & Direct Mail
Systems



Technical Document Systems

Display Graphics Systems

Imaging Supplies



Smart Publishing - Océ Newspaper Business Models



Decentralized international production



Distribute & Print model in foreign countries to save time and transport costs

Short-run national production



Profitable production of short run regional and minority titles

Special editions



Additional editions to repurpose content and provide an additional advertising platform

Microzoning/personalization



Highly targeted and segmented newspapers to provide relevant content and attract advertisers

Targeted at:

All publishers, newspaper print providers, newspaper distributors

Smart Publishing - Océ Newspaper Business Models



De-centralized international production



Distribute & Print Model in foreign countries to save time and transport costs

Short-run national production



Profitable production of short run regional and minority titles

Special editions



Additional editions to repurpose content and provide an additional advertising platform

Micro-Zoning / Personalization

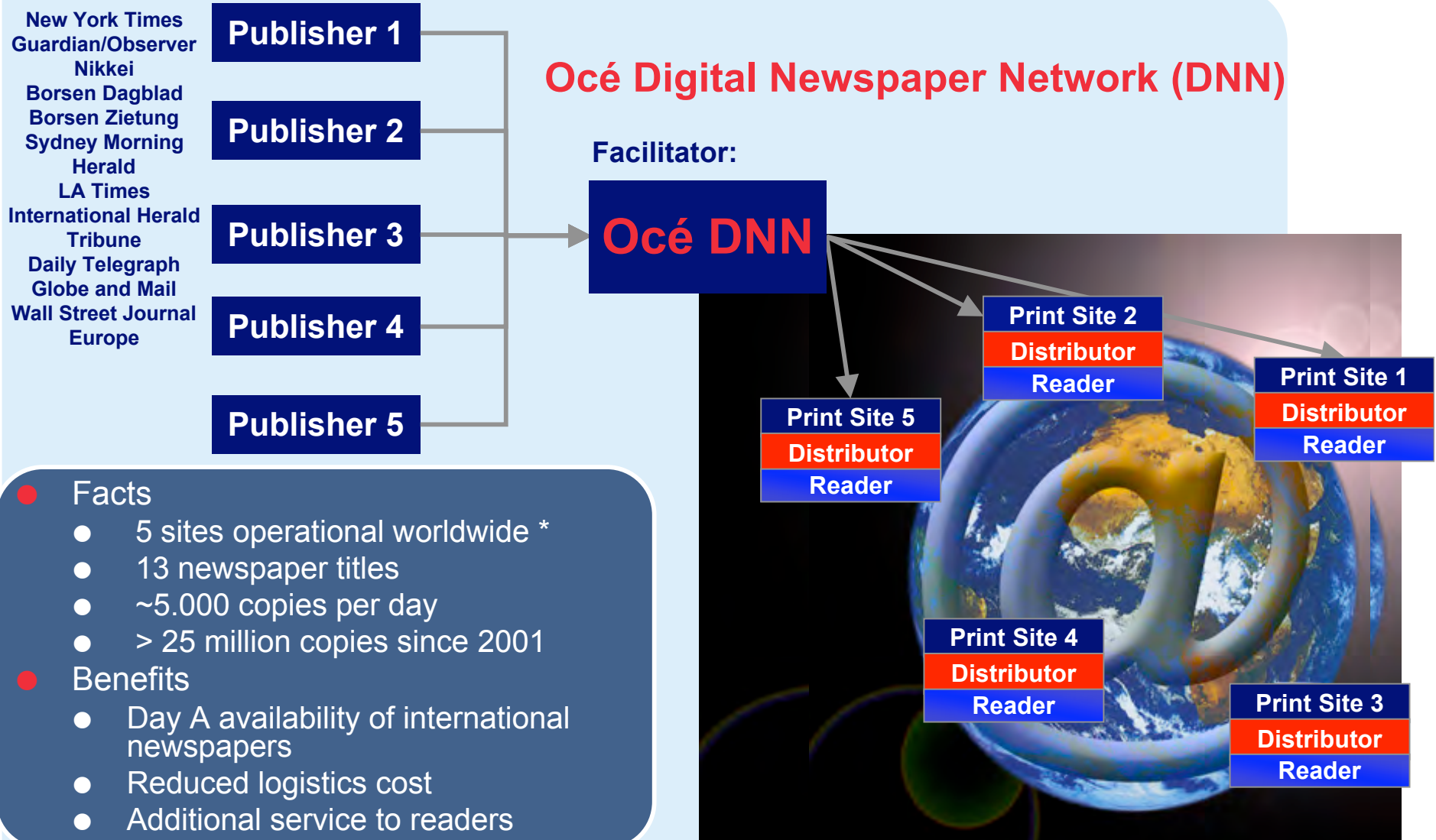


Highly targeted and segmented newspapers to provide relevant content and attract advertisers

Targeted at:

All publishers, newspaper print providers, newspaper distributors

Decentralized International Production



- **Facts**
 - 5 sites operational worldwide *
 - 13 newspaper titles
 - ~5.000 copies per day
 - > 25 million copies since 2001
- **Benefits**
 - Day A availability of international newspapers
 - Reduced logistics cost
 - Additional service to readers

* DNN Print Sites: Sydney, Singapore, London, NYC, L.A.

Smart Publishing - Océ Newspaper Business Models



De-centralized international production



Distribute & Print Model in foreign countries to save time and transport costs

Short-run national production



Profitable production of short run regional and minority titles

Special editions



Additional editions to repurpose content and provide an additional advertising platform

Micro-Zoning / Personalization



Highly targeted and segmented newspapers to provide relevant content and attract advertisers

Targeted at:

All publishers, newspaper print providers, newspaper distributors

Short-Run National Newspaper Production



Imcodavía

● Facts

- Specialized newspaper printer in Spain
- Complement offset with digital production
- Produce short-run national and international titles digitally
- First Océ JetStream print site for newspaper production

● Benefits

- Profitable production of short runs
- Additional revenue potential with books and transaction documents

“The concept of printing newspapers digitally is not new. We talked for a number of years with all major suppliers of digital presses. However we are completely sure, that Océ with its JetStream family of inkjet presses has the best technology with the highest speed and a print quality that meets readers’ expectation levels.”

Luciano Monedero

Managing Director Imcodavía



Smart Publishing - Océ Newspaper Business Models



De-centralized international production



Distribute & Print Model in foreign countries to save time and transport costs

Short-run national production



Profitable production of short run regional and minority titles

Special editions



Additional editions to repurpose content and provide an additional advertising platform

Micro-Zoning / Personalization



Highly targeted and segmented newspapers to provide relevant content and attract advertisers

Targeted at:

All publishers, newspaper print providers, newspaper distributors

Special Editions



“We were delighted for *The Bulletin* to be used in this way,” said association CEO Mark Hollands. “The advertising content and editorial are relevant to the type of delegate at IPEX

***The Bulletin* – The Newspaper Publisher’s Association PANPA**

● **Facts**

- The latest issue of the industry association newspaper, *The Bulletin*, has been printed and distributed at the international press and production expo, IPEX, in Birmingham, UK as special edition
- For the August 2010 edition of *The Bulletin* a 16page supplement on the advantages of personalized newspapers produced on Océ JetStream will be inserted into the standard jacket and personalized according to the registered members.

● **Benefits**

- Specific Target Group – additional revenue stream
- Improved service for readers – reader retention, new readers

Smart Publishing - Océ Newspaper Business Models



De-centralized international production



Distribute & Print Model in foreign countries to save time and transport costs

Short-run national production



Profitable production of short run regional and minority titles

Special editions



Additional editions to repurpose content and provide an additional advertising platform

Micro-Zoning / Personalization



Highly targeted and segmented newspapers to provide relevant content and attract advertisers

Targeted at:

All publishers, newspaper print providers, newspaper distributors

The Next Step: Individualisation of Newspapers



- Reader / subscriber specific content selection in a “personal newspaper”
 - Web-based
 - Highly targeted - customised for one individual
 - areas of interest
 - language
 - event driven
 - Single or multi-publisher concepts
- increases relevance for readers
- improves reader loyalty
- provides reduced spread loss to advertisers



The First Individualized Newspaper



● Facts

- InterTi GmbH offers “niiu”, the first individualized newspaper worldwide
- Web-based reader profiles
- Targets primarily at young readers
- Content from
 - various national & international newspapers
 - the Internet
- Printed on Océ JetStream 2200
- Delivered in the morning hours in Berlin (as first market)
- Since October 2009

● Benefits

- All relevant information for readers
- Targeting for advertisers



„Even young people prefer to read on paper. With the concept of niiu, we bridge the gap between web and print. The Océ JetStream 2200 provides the quality and productivity to pioneer this exciting new market“

Wanja S. Oberhof
Co-Founder “niiu”



Individualization of Newspapers in Practice



Every reader creates his own niiu profile based on newspaper pages, blogs and RSS Feeds

Our leading-edge software matches content from different sources with target group-specific advertising

Readers receive niiu every morning - enjoying the benefits of a printed medium combined with personalized content.



niiu



The Océ JetStream 2200 produces the individualized newspapers during the night.

Local logistic partners deliver niiu in the morning hours to each reader's postbox.



Prime Time for Digital Newspapers with Océ JetStream



Publishers' business models start to change

- De-centralized international production
- Short-run national production
- Special editions
- Micro-zoning and personalization

Requirements to new business models



- High quality color to match offset
- Production on real newsprint paper
- Efficient integrated workflow
- Increased throughput to handle thousands of copies

Océ JetStream technology delivers



- Industry leading print quality & color reproduction
- Inkjet color price per page at toner b/w level
- More accessible markets due to increased productivity
- From niche to mainstream

Increasing match of evolving market demand with cost-effective, highly productive Océ JetStream presses delivering full color in high quality

High Volume Inkjet Web-Fed Presses

Océ JetStream family



Océ JetStream – High speed color




- Fastest DoD inkjet web-fed press worldwide
- Web speed 100, 130 and 150 m/min (field upgradeable)
- Paper width 21,4" and 30"
- Up to 2,880 36-p tabloid, 1,440 broadsheet newspapers / h
- Print quality 600 x 600 dpi
- Format up to 762 x 1372 mm
- Original newsprint >45 gsm
- 100% full color



Océ JetStream Family Evolution for Newspaper Printing



	Configuration	Available	Max. sheet format	Print quality	Print speed	Newspapers/hour/day (36 pages, 75% productivity*)	
			mm	dpi	m/min	Tabloid 350 x 260 mm	Broadsheet 520 x 350 mm
21.4" (543 mm) paper width							
Océ Jetstream 1000	Single engine duplex	<input checked="" type="checkbox"/>	543 x 1372	600 x 600	75	1,070 17,120	535 8,560
Océ JetStream 1500	Twin	<input checked="" type="checkbox"/>	543 x 1372	600 x 600	100	1,425 22,800	715 11,400
Océ JetStream 2200	Twin	<input checked="" type="checkbox"/>	543 x 1372	600 x 600	150	2,140 34,240	1,070 17,120
30" (762 mm) paper width							
Océ JetStream 2800	Twin	Q3 2010	762 x 1372	600 x 600	130	2,500 40,000	1,250 20,000
Océ JetStream 3300	Twin	Q3 2010	762 x 1372	600 x 600	150	2,880 46,080	1,440 23,040

* Assumptions: Offline finishing; daily production calculated with two 8-hour shifts

Contact: monika.olbricht@oce.com



**Printing for
Professionals**