



Australian Prime Minister wraps up Oki C9000 Launch Week in Sydney

Australia's Prime Minister, Mr John Howard has concluded Okis successful C9000 launch week around Australia, congratulating Oki Printing Solutions on its newly announced sponsorship of Australian Rugby League Club, St George Dragons.

The meeting came after a week long launch tour for Oki Printing Solutions C9000 digital colour MFP, which included presentations in Sydney, Melbourne and Brisbane, as well as two special events at Oki Jubilee Stadium, one of which was attended by the Prime Minister.

On the Sydney leg of the national launch tour, Oki Printing Solutions announced that it has agreed to continue its sponsorship of the home ground for St George Dragons, Oki Jubilee Stadium, and from 2006, Oki Printing Solutions will also become an official shirt sponsor for the team. As a result, the Oki Printing Solutions logo will appear on the back of every St George Dragons players shirt underneath the player numbers.

The sponsorship deal is a real coup for Oki Printing Solutions in Australia, as St George Dragons is now in the top four in the 2005 competition and is one of the nations favoured teams. The 2006 shirt sponsorship will help Oki Printing Solutions drive its brand awareness nationwide.

St George Dragons players Mathew Head and Reece Simmonds attended the Oki Launch Week Sydney event to chat with the attendees and to sign shirts featuring the Oki Printing Solutions logo.

A total of 300 Oki resellers attended the launch events nationwide for the advanced A3/A4 colour Multifunction Product (MFP) the C9800 MFP to learn how the product can optimise the management and quality of their business communications. Response to the product and its innovative technology was very strong, with more than 50% of the devices pre-sold to resellers even before shipments had landed in Australia.

About the C9800

Positioned at the heart of the business, the hard-working C9800 MFP provides businesses with an advanced printing, scanning and copying in colour, and network faxing from one integrated machine. With unparalleled print and copy speeds for premium colour, the C9800 MFP boasts up to 36 colour and 40 mono A4 pages or copies per minute. These features, coupled with its flexible media handling, and includes EFIs latest Fiery controller, user-friendly functionality and affordability, are empowering businesses and their staff to maximise the effectiveness and efficiency of their business communications.

As part of OKI Printing Solutions strategy, the C9800 MFP completes a comprehensive range of printing solutions that make fast, professional and affordable colour and mono MFPs available for all.

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