



## OKI Printing Solutions launches super fast, high performance colour printers for demanding businesses

OKI Printing Solutions launches super fast, high performance colour printers for demanding businesses

Sydney, 04 August 2008 OKI Printing Solutions today unveiled two new colour printers for businesses. The C710 offers high speed, superior quality and ultra flexible printing for large workgroups; while the C3600 has the smallest footprint and design profile in its class, making it ideal for offices where space is at a premium.

A strong addition to its existing A4 colour range, the C710 combines speed with exceptional print quality for outstanding results from this intelligently designed compact printer. The C710 can handle a wide variety of media formats and paper weights for enhanced user flexibility. Customers can print anything from business cards and CD labels up to 1.2m banners all in vibrant colour or mono.

Although the C3600 is compact in size, its performance is impressive, offering users professional quality printing of up to 20 pages per minute (ppm), and a competitive first time to print of 10 seconds for mono printing and 12 seconds for colour documents. Thanks to a combination of large memory, fast processor speed, PCL and PostScript capability, and OKI Printing Solutions unique single-pass digital LED technology, the C3600 provides a level of performance that would usually be expected from a larger workgroup printer.

Graham Harman, OKI Printing Solutions General Manager said: Both printers provide busy businesses that need a high performance A4 colour printer with an option that ticks all the boxes. The printer management applications will help businesses to manage printing costs and improve efficiency without compromising on the performance of the printer or the quality of the printed documents.

### C710

The C710 features OKI Printing Solutions award winning single-pass digital LED print technology to ensure fast reliable printing, when users need it most. The high capacity toner cartridges and optional 530 sheet paper trays increase total capacity to 1690 sheet mean less user intervention and increased office productivity. Its high output and reliability makes it an attractive and low maintenance option for workgroups of up to ten people or more.

The C710 has security features available to enable users to safeguard document security and control print costs. For added financial control, it includes Print Control and the Secure Erase and Secure Print utilities safeguard confidential office information and unauthorised printing.

Easy to use, the C710 has an intuitive control panel and simple design. The printer consumables are simple to change, ensuring high productivity in demanding business environments.

- > Simple, Solid and Smart (S) compact design
- > High performance A4 print speeds of 30ppm colour and 32ppm mono
- > Greater media handling for increased business creativity from business cards to A4 1200mm length banners
- > Standard duplex (optional on C710n) for double sided printing
- > Less user intervention with high capacity 10k toner cartridges and extra paper trays available for a total capacity of 1690 sheets
- > Print Control, Secure Erase and Secure Print software as standard, for enhanced document security and control
- > Easy to use, intuitive control panel

The C710 has an RRP of \$1,850 up to \$2850 for the printer with 2nd paper tray, duplex and cabinet as standard.

### C3600

With its versatile media handling ability the C3600 meets a range of business colour printing needs, from business cards to A4 flyers, and is even able to print up to 1.2m banners making it ideal for professionals who regularly print timesheets, charts and even posters up to 203gsm with the aid of in-the-box utilities such as Template Manager 3.0.

- > Compact footprint and a low profile design for ease of use
- > Competitive print speeds of up to 20 ppm for mono and 16 ppm for colour
- > Fast time to first print of 10 seconds for mono and 12 seconds for colour
- > Combination of large memory (up to 640MB), fast processor speed (400MHz), PCL and PostScript capability
- > Media flexibility to print banners up to 1.2m and posters of up to 203 gsm
- > Reliable thanks to the digital LED printhead and single-pass printing technology
- > Separate high capacity toners and drums to ensure maximum utilisation of key components
- > Suite of productivity software which allows businesses to control costs, monitor, report and manage printers via a standard web browser, and produce versatile in-house documents
- > Professional design including a paper feed towards the user which integrates seamlessly into compact offices

The C3600 has an RRP of \$599 and can be purchased through OKI Printing Solutions authorised resellers immediately.

For information about OKI Printing Solutions products visit [www.okiprintingsolutions.com](http://www.okiprintingsolutions.com)

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Notes to editors:

- > OKI Printing Solutions is the brand name of Oki Data Corporation
- > Annual turnover for Oki Data Corporation is 187.1 billion yen (approx. \$1.6bn, FY06)
- > OKI Printing Solutions sales are divided between 50% EMEA, 24% Americas, 17% Asia and Oceania and 9% Others
- > OKI Printing Solutions is represented in 120 countries worldwide
- > Oki Electric, established in 1881, is a Japanese electronics manufacturer with an annual turnover of 718.8 billion yen (approx. \$6.1bn, FY06)
- > Oki Electric employs approx. 21,380 people throughout the world with 6,975 employees outside Japan
- > More details on Oki Electric can be found at [www.oki.com](http://www.oki.com)