



Océ

Océ Home of Color



Printing for
Professionals

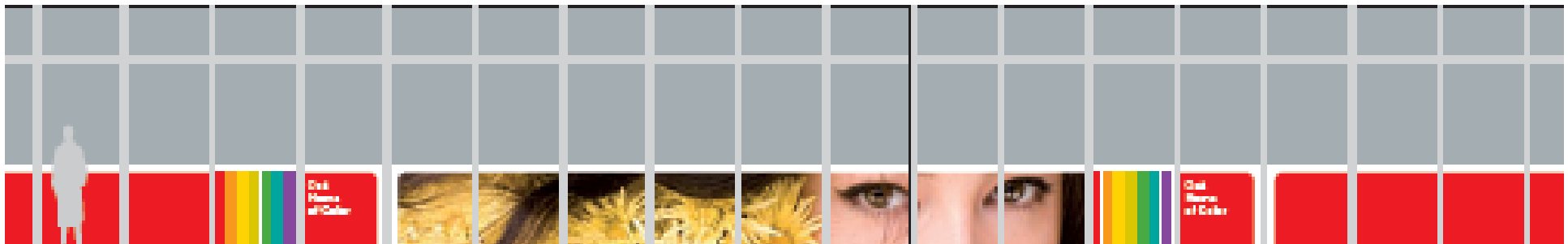
DOXNET at Hunkeler Innovation Days, Lucern
Engelbert Stranegger
Director Business Development Inkjet Technologies

Agenda



- **Océ Home of Color**

- Color Drivers
- Océ and Color
- Engagement & Support
- Home of Color Events



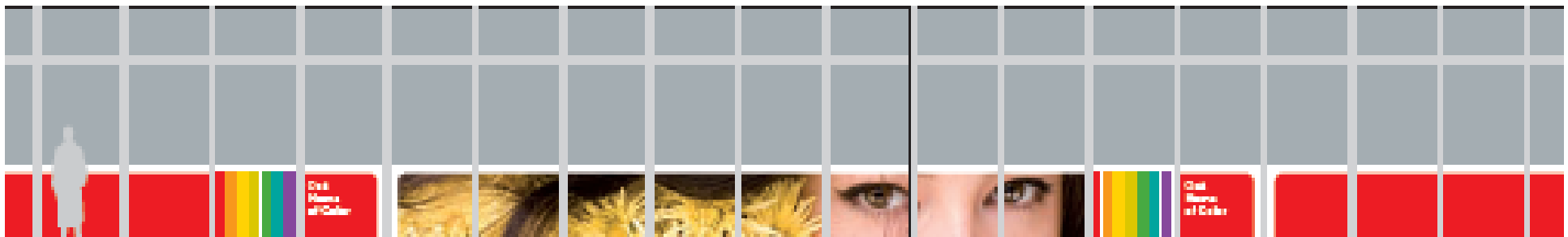
- **Driving the digital Color Demand**

- **New Technologies**

- Lower cost per page
- Increased performance
- Improved print qualities

- **Market Transformation**

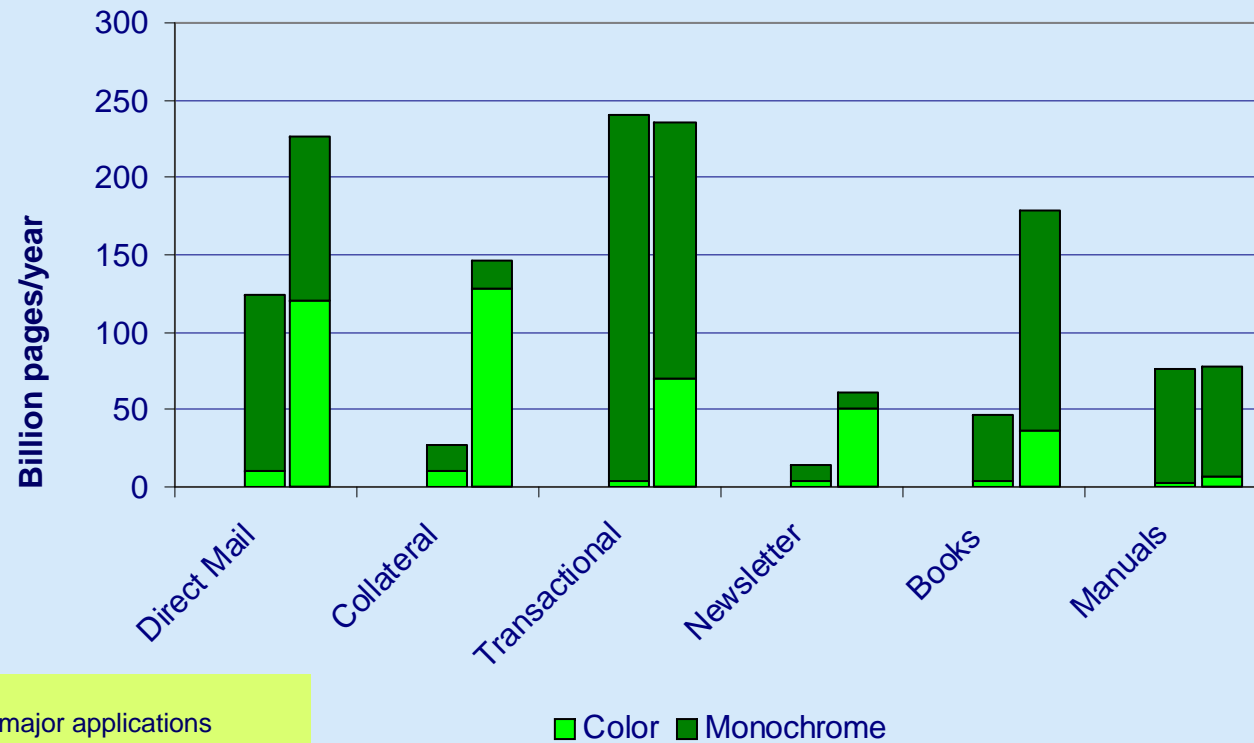
- Customer Communication & Relation
- Competition
- New Medias



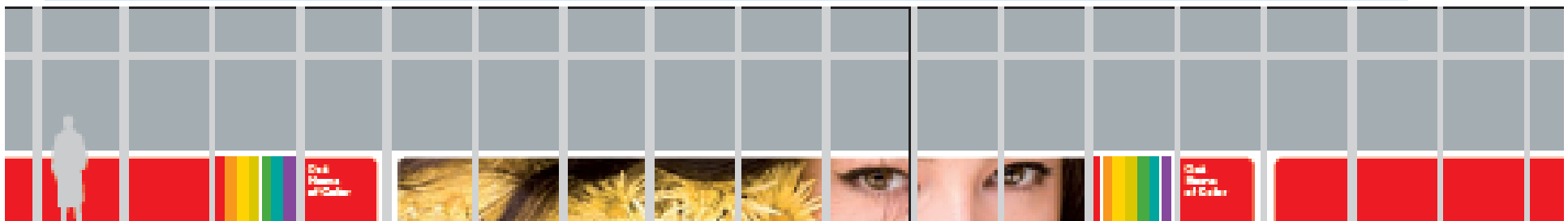
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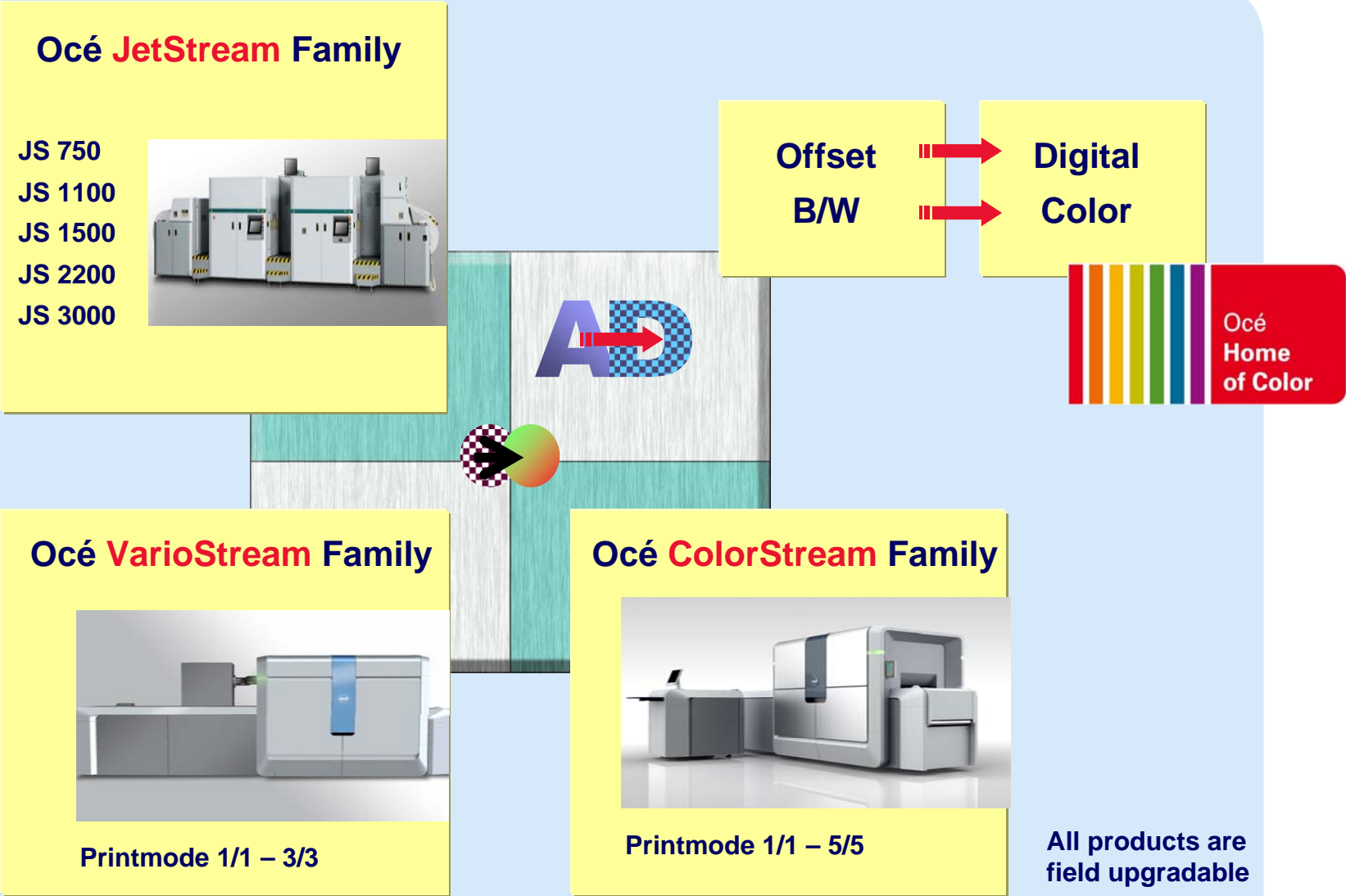
- Six Applications are 80% of the Digital Volume



Digital Print volume for major applications in N.A. + W.E. 2007 and 2015 (Source: Caslon)

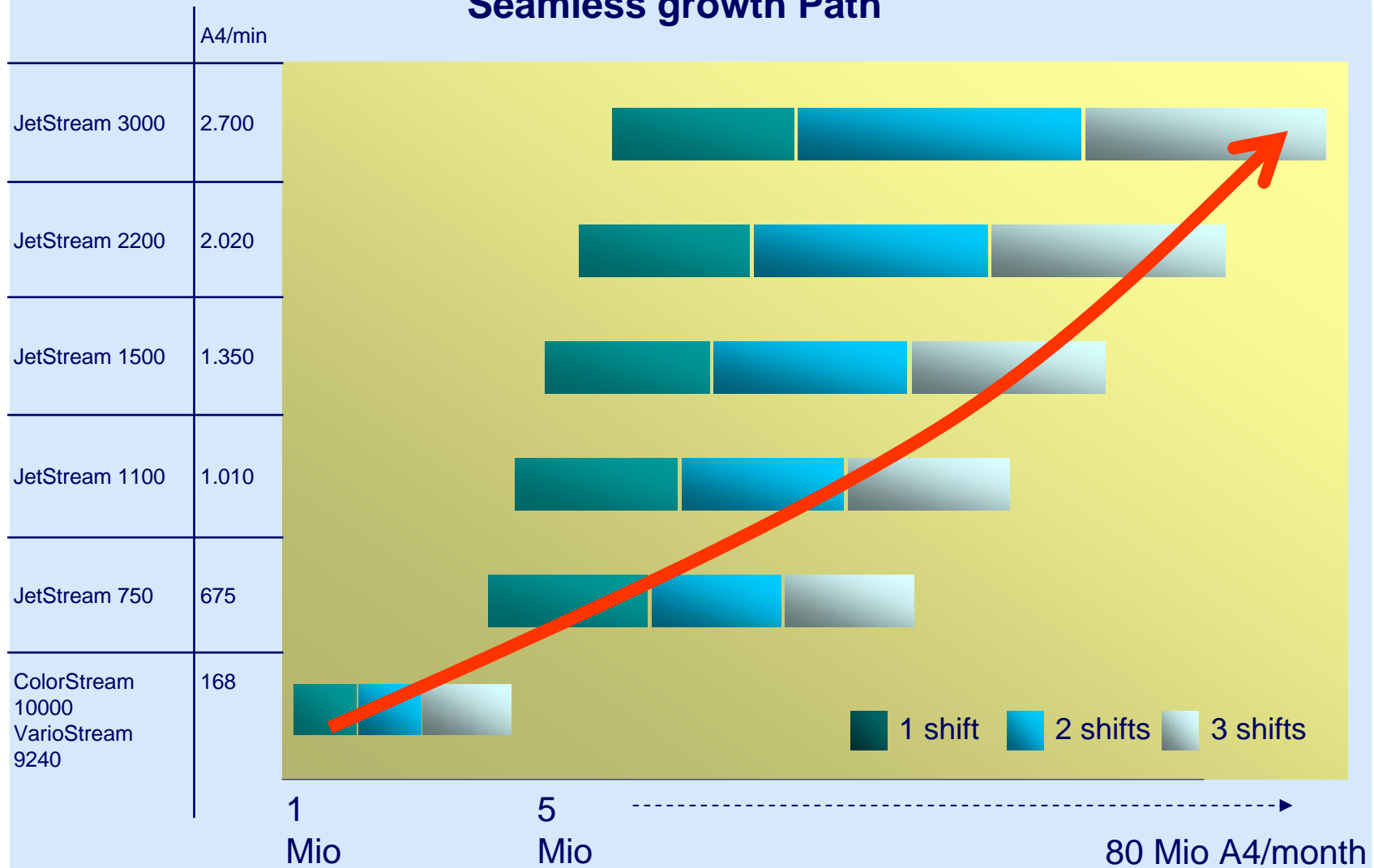


Océ Color Product Fit





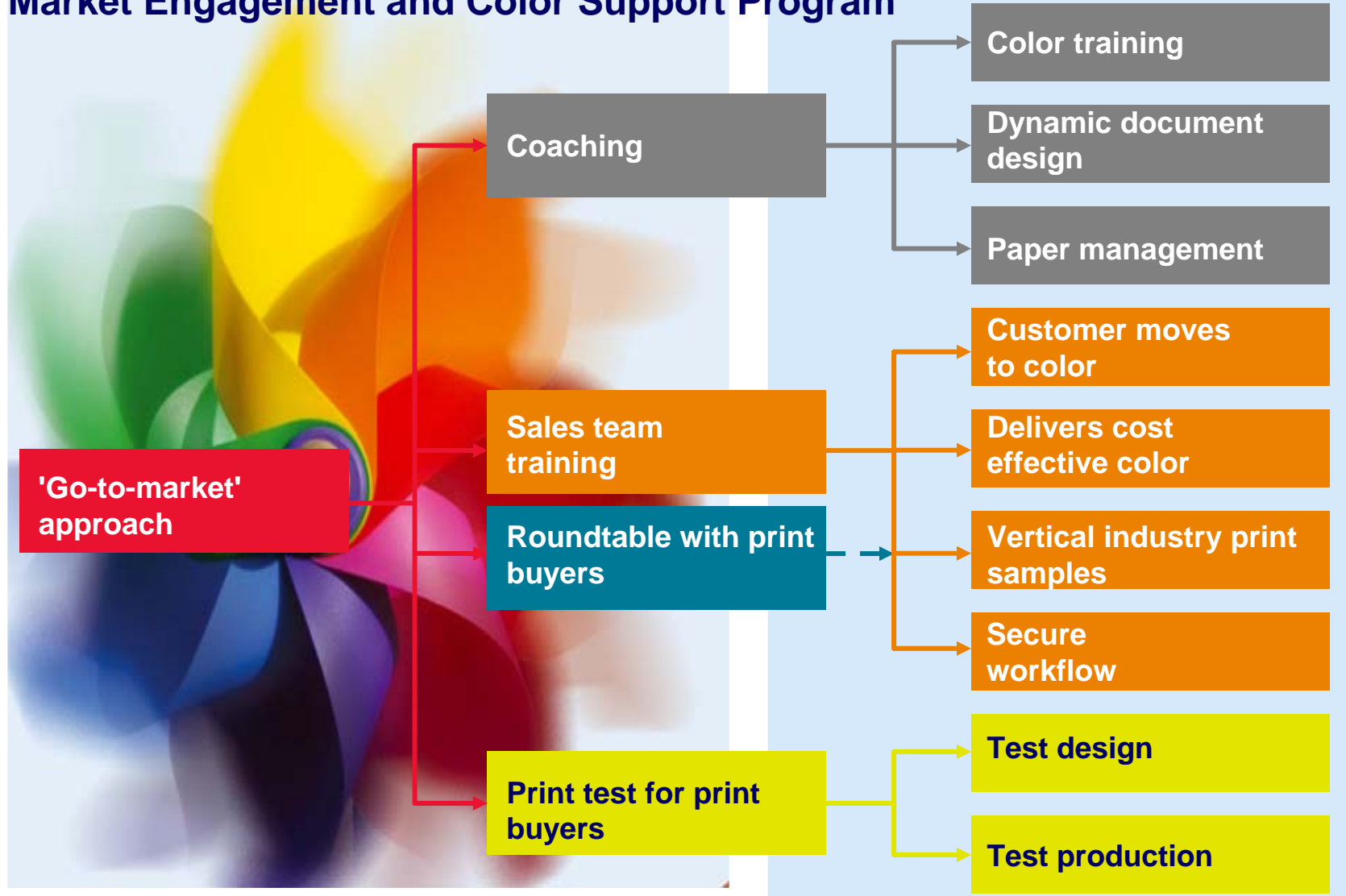
Seamless growth Path



Home of Color



Market Engagement and Color Support Program



Home of Color Event Series 2009



- Leadership Academy
- Competence Center
- Business Circles
- Round Tables
- Innovation Forums



auditorial, personal, virtual

A strong Statement to the Market



- Market Leader in B/W Continuous Feed
- Number 1 in Workflow Management
- Technology Hub & Leadership
- Solution Competence
- Service Excellence



auditorial, personal, virtual

Home of Color - what is next to Come ...



Coming soon
Be exited

Talk to us!



www.océ.com/homeofcolor