

11th Annual Awards

2006

**BERTL's
BEST**



Best Entry Level
Production Color Printer

C9800 Series from OKI Printing Solutions

The 2006 BERTL's Best Award in the category of Best Entry Level Production Color Printer is awarded to the C9800 Series from OKI Printing Solutions. This groundbreaking ledger-capable color device offers up to 36 ppm Fiery-controller color output at a price-point that changes the market forever.

2006

The C9800 Series from OKI Printing Solutions is the latest in a long line of the company's ever-improving high-speed, low-cost color printer products. Since the introduction of its OKICOLOR 8c back in 1998, OKI Printing Solutions has been a trend setter for ever more affordable color for the office user.

In the past, some have criticized OKI Printing Solutions for placing speed and cost too far ahead of image quality. That claim can now be put to bed.

The introduction of the C9800 Series, while still maintaining a very aggressive price, now has the power of an embedded Fiery controller at its nerve center. Users get far greater color control and image manipulation than ever before.

Like its predecessors, the C9800 Series from OKI Printing Solutions utilizes a single-pass, four-in-line imaging system with four separate imaging stations positioned in parallel along a transfer belt building up a full color image in a single step.

The design takes routine maintenance by users into consideration with an easy top access method of replacing both toner and imaging drum units.

BERTL analysts were also impressed by the inclusion of an imaging surface protection slide which, during toner replacement prevents accidental damage by touch or prolonged light.

The 36 ppm color, 40 ppm monochrome unit, has a first color page out time of less than 11 seconds. It is driven by a 1GHz

BERTL

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Fiery controller, includes 1GB RAM, and true 1200 dpi imaging output.

Desktop users have at their fingertips a plethora of Fiery utilities more commonly found on much higher-priced graphic devices. These utilities include:

- The BERTL's Best award-winning Command WorkStation which provides sophisticated queue management capabilities, job previewing, status monitoring, archive capabilities and much more
- ColorWise professional color management application which provides a wide range of color management capabilities
- Direct PDF print submission via Fiery WebTools for quick delivery of PDF files without the need to open or RIP the document before submitting to print
- Fiery Freeform background overlay function which allows users printing documents such as PowerPoint presentations to save the background overlay at the controller rather than have to RIP each page with the processing-intensive background at the PC

Users looking to take color management to an even higher level can take advantage of the optional Fiery Graphic Arts package. This high level application includes:

- Spot Color Pantone matching allowing users to compensate for the color matching ability of the device by manually associating a real print output color to a Pantone equivalent ensuring that when images are submitted with color-sensitive Pantone data that the best possible color match is delivered
- Hot folder job delivery where users can create a print profile which will be enacted whenever a file is dropped into the specific folder
- More advanced soft proofing capabilities before jobs are submitted to print
- More advanced color production and printing needs

Usually, BERTL analysts criticize manufacturers for including printer drivers with large design and layout differences. However, the office-user-friendly PCL driver and the design/color professional PostScript driver allow the device to sit well into the two separate market places, delivering easy point



The C9800 Series from OKI Printing Solutions consumable replacement design is inspected by a BERTL analyst.

and click office color and the high quality color control demanded by designers and print professionals.

The C9800 Series from OKI Printing Solutions offers extensive paper handling capabilities including ledger/A3 paper simplex and duplex printing from all media supplies up to 90 lb. Index/163gsm; banner printing up to 47"; and 150 lb. Index/271gsm media support using the straight path bypass unit. It offers a maximum paper capacity of 2,800 sheets and a range of finishing capabilities such as multi-position stapling, hole punch and saddle-stitch booklet making.

The ledger/A3 printing capability on the C9800 Series from OKI Printing Solutions is fully utilized with a range of advanced imposition capabilities in the PostScript driver including double and speed print allowing for the more efficient handling of letter/A4-sized document. Pages can be arranged two up on larger ledger/A3 media and guillotining the center after printing. This is a common practice in production environments highlighting the C9800 Series' versatility as both a front and back office color solution.

The C9800 Series from OKI Printing Solutions has set the new standard for sub-\$10,000 color printing delivering a powerhouse printing solution that has been delicately balanced between the worlds of the front office, graphic artist, and production color print user ensuring its success in this ever more aggressively fought market.

Spotlight on Oki Data Americas

Oki Data Americas, Inc. (Mount Laurel, NJ), a subsidiary of Oki Data Corporation of Japan, is a leading provider of color and monochrome digital printers, serial impact dot matrix printers, fax machines and multifunction products marketed under the OKI® Printing Solutions brand.

Oki Electric Industry Company, Ltd., parent company to Oki Data Corporation, is a world leader in information processing systems, telecommunications and electronics with \$6.4 billion in sales.

Oki Data was founded in 1972 as a joint venture between two Philadelphia entrepreneurs and their Japanese customer, Oki Electric, to develop and produce leading-edge information technology products.

OKI Printing Solutions-branded digital LED printers are powered by the company's advanced light-emitting diode (LED) digital print head technology introduced nearly two decades ago.

The company's first digital LED color printer to utilize Single Pass Color® Digital Technology was introduced in 1998 and is now in-market with its seventh-generation color printers. These printers are capable of full-color speeds up 36 pages per minute and have been recognized with more than 40 international awards for color excellence from the PC and IT press.

OKI Printing Solutions' fast color and monochrome printers for use in desktop and workgroup environments help today's businesses produce a wide variety of documents for internal text documents and business correspondence.

BERTL's Best Office Awards

Recognizing the Best in Digital Imaging Technology and Innovation

For 11 consecutive years, BERTL has recognized the best devices and software in the digital imaging marketplace with BERTL's Best awards. Winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the world-wide marketplace.

This year, the awards are presented in three segments.

Office Awards	Spring, 2006
Software and Solutions Awards	Dates to be announced
Production Awards	Dates to be announced

BERTL's Best Office awards honor digital imaging and document management solutions for business offices of all sizes and vertical sectors. Imaging solutions covered by these office awards include:

Digital Duplicators	General Office Monochrome
Executive Office MFPs	Innovation Awards
General Office Color	Software and Utilities

BERTL's analysts review current product lines and new product introductions to identify the select group of devices and software that stand apart from the others.

Overall business process value is the key consideration in judging which product is BERTL's Best. BERTL analysts take the role of the end user and ask: "How well does this product work in my real-world business setting?"

BERTL combines its wide-ranging knowledge of the competitive landscape and contact with buyers about their product and supplier experiences to identify worthy products. BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, return on investment, competitive advantage, accessibility, design and build quality, standard functions, modularity of design and upgrade path, installation, and more.

BERTL is 100 percent independent. It receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

BERTL publishes the world's largest library of business competitive intelligence for the digital imaging market at www.BERTL.com.