

# LEADING EDGE

THE LATEST NEWS IN MANUFACTURING AND TRANSPORTATION

## Reports Suggest Machinery Strong, Robots Tentative

According to the Association for Manufacturing Technology and the American Machine Tool Distributors Association, manufacturers are continuing to invest in equipment and technology, and are defying the historical trend of curtailing spending in down-cycles.

- The Association for Manufacturing Technology and the American Machine Tool Distributors Association together released recent data indicating that consumption of manufacturing technology is tracking at a **15.5 percent increase** this year.
- Organizers of the International Manufacturing Technology Show, held in September in Chicago, announced that it posted its strongest showing since the year 2000, with **92,450 registered attendees**.
- The Bureau of Labor Statistics has stated that it expects output in machinery manufacturing to “increase significantly.”

When it comes to key indicators in robotics, the future is less clear. Robot sales had risen 24 percent in 2007. However, sales took a big hit in the first half of 2008, with orders in North America declining 23



percent. The decline was due in large part to implications from dramatic change in the automobile industry, traditionally the primary driver and best customer of the robotics industry. To mitigate its reliance on automotive manufacturing, robotics is looking to drum up business in new markets, like food, medical, pharmaceutical and plastics, according to a recent report in *Managing Automation*. For more information on economic indicators in the industry, visit *Managing Automation* magazine at [www.managingautomation.com](http://www.managingautomation.com) or The U.S. Department of Labor at [www.dol.gov](http://www.dol.gov)

## Manufacturers Take Note of Digital Media at MA Summit

Earlier this year, at *Managing Automation's* Progressive Manufacturing Summit & Awards in Las Vegas, OKI Printing Solutions led a workshop demonstrating Digital Media Technology, developed specifically for the manufacturing and transportation industries with partner ADAPX.

The Progressive Manufacturing Summit is the leading conference for manufacturing executives from corporate, line of business, finance and IT functions who are responsible for identifying and implementing the manufacturing strategies and technologies that drive their organizations.

At the Digital Media Workshop, Bobby Rogers, VP Commercial Sales for OKI Printing Solutions, detailed the features and benefits of Digital Media while partner ADAPX demonstrated its capabilities for attendees.

The solution optimizes the process of managing handwritten forms and document notations. Manufacturers can print a form on demand, then convert handwritten notes, drawings and the form itself into a digital file for secure

processing, distribution and storage.

Summit attendees who visited the OKI Printing Solutions booth were offered a free 60-day pilot of Digital Media. Trial users have identified that there are several newfound efficiencies that it brings to operations.

Is Digital Media right for your organization? Visit <http://www.okidata.com/mkt/html/nf/GeneralBusinessSolutions.html> to learn more.



## What's New at OKI Printing Solutions

### Commitment to Technology Leadership

OKI Printing Solutions' product portfolio includes high-definition color and monochrome printers and multi-function devices, from small desktop to large workgroup printers, with speeds from 16 to 50 pages per minute. In addition to our industry-leading lineup of color and monochrome products, we have a 30-year history of advancing Impact printing technology. Today, we offer a selection of fast, feature-rich Dot Matrix printers with a broad range of 9-pin to 24-pin models. Most recently, OKI Printing Solutions became the only manufacturer with a full line that includes large, compact and portable label printer models.



### B400 Series: Big Features, Small Footprint

For workplace environments that require monochrome printing, OKI Printing Solutions offers the new B400 Series. Businesses who **expect more** from their printing technology receive more with our line of single function monochrome printers designed to give small workgroups the speed and features previously available only to their larger counterparts.

For more information on our products and solutions, visit: [www.okidata.com](http://www.okidata.com)

## Get the Edge:

### A Tip from OKI's Industry Consultant

With an in-depth understanding of the manufacturing and transportation industries, OKI Printing Solutions has a range of products, services and solutions to meet your needs. You may also want to consider our Managed Services. Companies are routinely spending about 3% of their revenue on printed document output and a Managed Services audit from OKI Printing Solutions will help identify ways to streamline your document output and increase your productivity while reducing your overall printing costs by up to 30%.

**Bernadette Carey**  
Industry Marketing Manager

## EXPECT MORE.

With a passion for manufacturing and transportation, OKI Printing Solutions goes beyond innovative products and solutions and offers personalized service, unmatched customer support and a higher degree of customization, making us a true printing solutions partner. It's why you can **expect more** from OKI Printing Solutions and the reason we will make you feel like a customer again.

## When We Say "Feel like a Customer Again," We Mean It!

Just as we design and develop products to meet the specific needs of our customers, we want to give you valuable content in this newsletter. Take a moment to tell us what you think at [www.okiprintingsolutions.com/newslettersurvey](http://www.okiprintingsolutions.com/newslettersurvey)



**Color MFPs**  
Desktop to large workgroup  
16 to 40 ppm



**Color Printers**  
Desktop to large workgroup  
16 to 40 ppm



**Mono MFPs**  
Desktop to workgroup  
17 to 21 ppm



**Mono Printers**  
Desktop to large workgroup  
21 to 50 ppm



**Dot Matrix Printers**  
Multi-Task Printers  
9- to 24-pin  
High speed



**Label Printers**  
Portable  
Compact  
Industrial

## A Partnership In Passion in the Drive to Survive: Cruising to an Event Near You During October Breast Cancer Awareness Month

OKI Data Americas is known for its personalized approach to customer service, focusing on truly understanding customers' needs. So it's no surprise that this same level of passion for people is inherent in the philanthropic efforts of its Color Me OKI program.

The Color Me OKI philanthropic program takes a unique approach to the fight against breast cancer, which is in full swing right now during October Breast Cancer Awareness Month. It focuses on bringing joy and happiness to those



touched by breast cancer by pairing restored pink Cadillacs with timeless music and transporting them to breast cancer events throughout the country. Event attendees are invited to have their picture taken while posing with one of the pink vehicles. The photo is immediately printed in brilliant color on an OKI Printing Solutions color printer right before their eyes and placed into a free commemorative frame. Women, friends and family who have participated in the Color Me OKI program have said that the program helps them find celebration through their fight. The restored vehicles represent the rebuilding process women must go through when reviving their mind, body and souls after battling breast cancer.

This year's tour schedule has 25 stops, with several events happening during the month of October. Visit [www.colormeoki.com](http://www.colormeoki.com) to see if there is a Color Me OKI event near you.

### Breast Cancer Awareness Month Events:

- 10/3 Octoberwoman Pink Ribbon Ball – Park Ridge, New Jersey
- 10/5 Walk for Beauty, Walk for Life – Stony Brook University, New York
- 10/11 Kristy Lasch Miracle Foundation – Mckeesport, New York
- 10/11 Ride to Live Breast Cancer Motorcycle Event – Brooklyn, New York
- 10/17 or 10/18 Susan G. Komen 3-Day – Philadelphia, Pennsylvania
- 10/19 American Cancer Society Making Strides – Point Pleasant, New Jersey
- 10/19 American Cancer Society Making Strides – Parsippany, New Jersey
- 10/24 Get Pinked – New York, New York