

# LEADING EDGE

THE LATEST NEWS IN RETAIL

## Retailers Streamline with Printing Solutions

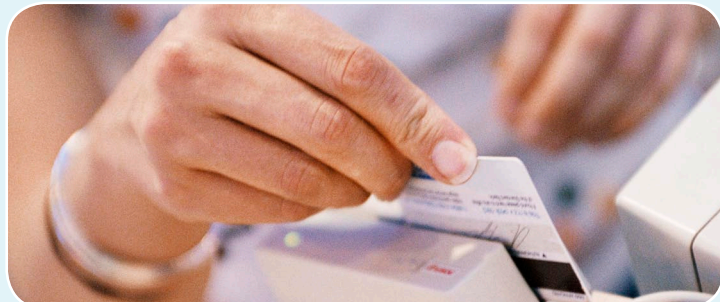
The nation's retailers are no stranger to pressure—it's the name of their game. But in the current economic environment—it's more important than ever for retailers to reduce waste in their own systems by leveraging technologies that can help stretch spending by improving and optimizing efficiencies.

OKI Printing Solutions recently sponsored a survey of retailers on their use of data capture and printing technologies. The survey was conducted by Global Retail Insights, an IDC Company that delivers research and analysis on information technology trends and business innovation specific to the worldwide retail industry.

Analysts note that retailers are not often "first adopters," but are "fast adopters" once technologies become available. However, the findings suggest that retailers could be getting much more out of their devices and processes.

Researchers found that retailers have a specific opportunity to improve distributed forms processing and data acquisition. The statistics point to a tremendous opportunity to move to digital capture of data:

- More than 79% of retailers still use paper forms
- 31% of forms are still printed centrally or purchased externally
- 62% of data acquisition is done manually



Tips to improve include:

- **Complete a forms processing and printing inventory.** Operation activities can be automated—like digital capture technology—to enable a fully electronic process to receive signatures or electronic forms to expedite tasks, like handling invoices, managing applications, and new hire paperwork.
- **Reevaluate what's being printed centrally.** From forms to signage, materials may be printed more efficiently in stores, which would eliminate distribution costs and reduce the need for storage space.

And that's just the beginning of the recommendations of the Global Retail Insights findings. If you would like to learn more, visit [www.okiprintingsolutions.com/retailerinsights](http://www.okiprintingsolutions.com/retailerinsights) to download a complete copy of the research.

### In the Spotlight at Retail's "Big Show"

The economy might be down, but more than 18,000 still attended the National Retail Federation's (NRF) 98th Annual Convention & Expo in January at the Jacob K. Javits Convention Center in New York City.



OKI Printing Solutions presented several solutions specifically designed to help retailers, including the Real Time Sign System and Color Access Policy Manager, Follow Me Secure Document Output Management, and the company's new compact series of thermal label printers.

Also at the show, OKI Printing Solutions officially unveiled its MC860 Series (see What's New article on this page), the most compact and affordable choice in its class that prints, copies, scans, and faxes in brilliant High-Definition color on up to tabloid media.

Philanthropy and fun were part of the booth as well. NRF attendees were invited to pose in front of the 1959 Pink Cadillac Series 62 Convertible, which represents the company's philanthropic program to fight breast cancer. OKI Printing Solutions printed every photo taken on its HD color printers and made a \$5 donation for each to the OctoberWoman Foundation, which supports diagnostic and breast cancer treatment options. And, before the show's end, one lucky NRF attendee won the pink Vespa GTS 250 autographed by three-time Emmy-award-winning actor James Gandolfini.

### What's New at OKI Printing Solutions

Versatile, brilliant, compact, and affordable? Yes, yes, yes...and yes! A critical mix that was once a challenge to combine in one product is achieved with ease by the new, ultra-compact MC860 Tabloid Color Multifunction Printer (MFP) Series from OKI Printing Solutions. Now, schools of all sizes can print, copy, scan, and fax in brilliant color on media up to tabloid size in one space-saving machine.

In keeping with the legacy of innovation at OKI Printing Solutions, the MC860 Series is the first in its class to deliver wide-format MFP functionality with flexible media handling and High-Definition (HD) color output at an affordable price and compact size.

The all-in-one answer to your many needs, the MC860 Series:

- Is the first tabloid MFP that will fit on your desktop and offers two additional floor configurations
- Delivers HD best-in class color output
- Boasts tabloid-size features at a letter-size price
- Provides more media versatility—from 3x5 to banners up to 48"
- Includes OKI Printing Solutions' signature customer service, superior in the marketplace, with 24/7/365 live, toll-free support from agents based in North America

Additionally, OKI Printing Solutions' MC860 Series was named the winner of the BERTL Readers' Choice Award in the "Color Reliability" and "Ease of Use—Print" categories, both in the 11–45 pages-per-minute device segment stating, "Not having to dig out a user manual is a sure sign your equipment's panel screen and menus are user-friendly... OKI has hit the mark." And, after a rigorous analysis of all current competitive models, Better Buys for Business announced the MC860 MFP as an Editor's Choice award winner.

Educators that choose the MC860 can expect to see improved efficiency with this space-saving, cost-efficient, tabloid color MFP.



## Get the Edge:

### Green Up the Office for Spring

OKI Printing Solutions is dedicated to supporting our customers' increasing focus on the environment.

To support those efforts, we offer customized printing solutions and multifunctional products that help our customers reduce their impact on the environment and increase operational efficiency. As a company, OKI Data Americas is ISO 9001:2000 certified and most products have earned the ENERGY STAR® certification.

Our products and solutions can help your company lessen its impact on the environment by making small changes in the office. For one, multifunctional products consume less energy than the equivalent number of single-function products. And, by furnishing your office with products that come with duplex printing standard, paper waste will automatically decline.

We constantly strive to improve and provide you with products and solutions that help save you money, increase efficiency, and, now of growing importance, reduce your carbon footprint. We can help you plant the seed. Start growing.

## EXPECT MORE.

With a passion for education, 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. Your needs are unique and they call for a level of individualized attention that only OKI Printing Solutions can offer. No other company matches our customer commitment. It's the reason you can expect more from us and why you will feel like a customer again.



**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



**POS Printers**  
Direct Thermal  
to 9-pin  
Dot Matrix

## Get Your Color Under Control

Did you know that you can control all your color output? It's easy with OKI Printing Solutions' Color Access Policy Manager. It lets you determine what is being printed based on Web site url, application, username, host name, or document name. Let the Color Access Policy Manager help you benefit from the brilliance of color without the burden of unnecessary cost. Go to [www.okiprintingsolutions.com/capm](http://www.okiprintingsolutions.com/capm) for more information and learn how to begin saving today.

## Color Me OKI Calendar of Events

### BREAST CANCER UPCOMING COLOR ME OKI™ APPEARANCES

2009	Event	Location
May 9	Shirley Mae Run and Gilda's Club Walk	Atlantic City, NJ
May 17	OctoberWoman Foundation Pink Ribbon Walk and Fun Day	Park Ridge, NJ
June 6	Susan G. Komen Race for the Cure®	Hartford, CT
June 29 – July 1	National Education Computing Conference Trade Show	Washington, DC
Sept. 13	SheROX Triathlon	Charlotte, NC
Oct. 3	Walk for Hope	Phoenix, AZ
Oct. TBD	Ride to Live Brooklyn Breast Cancer Event	Brooklyn, NY
Oct. 11	American Cancer Society Making Strides Against Breast Cancer	Philadelphia, PA
Oct. 18	American Cancer Society Making Strides Against Breast Cancer	Parsippany, NJ
Oct. 18	American Cancer Society Making Strides Against Breast Cancer	Point Pleasant, NJ
Oct. 18	American Cancer Society Making Strides Against Breast Cancer	Jones Beach, NY

### 2010

Date	Event	Location
Jan. 11–12	National Retail Federation Trade Show	New York, NY
Mar. 3–4	Information Technology Education & Exposition Trade Show	Las Vegas, NV

### COLORECTAL CANCER UPCOMING COLOR ME OKI™ APPEARANCES

Date	Event	Location
Sept. 27, 2009	Undy 5000	Philadelphia, PA
Early March 2010	Community Colon Cancer Prevention Day	New York, NY
Early March 2010	Colon Cancer Challenge	New York, NY



## 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 our industry newsletters. Take a moment to tell us what you think at [www.okiprintingsolutions.com/newslettersurvey](http://www.okiprintingsolutions.com/newslettersurvey)



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