



Océ
ColorStream
10000 Flex

Colorize
your printing



Canon
CANON GROUP

Color-capable digital
b/w web press for
printing professionals

- Best-in-class digital b/w printer
- Most flexible full-color web-fed system
- Color capability for smooth transition into color
- A perfect fit for mailstream and publishing
- Appropriate productivity, appropriate costs
- 100% data integrity

Benefit from the power of color plus
the economics of b/w in one platform



Océ ColorStream 10000 Flex

Color-capable digital b/w web press for printing professionals



The Océ ColorStream® 10000 Flex is a continuous feed dry toner duplex printing system offering unmatched flexibility – from maximum b/w productivity to full color production – plus additional CustomTone® spot colors, all in one system. It delivers the quality, flexibility and productivity that today's printing professionals require. Moreover, the innovative Océ ColorStream 10000 Flex features dynamic productivity and pricing, giving both cost-efficient color printing and b/w printing at traditional b/w cost. The system lets you respond effectively to growing demand for highest b/w productivity and individualized communication in b/w and full color. With the Océ ColorStream 10000 Flex you are now offered a consistent and solid core technology paired with an outstanding level of versatility that lets the platform grow as new business opportunities emerge.

Color-capable digital b/w web press for printing professionals



A perfect fit for Transaction, TransPromo, Direct Mail and books

In the **transactional printing** market, documents are evolving into vehicles for promotional messages. The best of the IT world and the printing industry combines to add value to documents and tie them in more closely with the target audience. Most of these documents are still b/w today. However, the importance of color for **TransPromo** documents is indubitable. The Océ ColorStream 10000 Flex allows you to grow into color incrementally at your own pace, without compromising existing job requirements and budgets. With Océ CustomTone spot color, print providers can add corporate colors to invoices and statements as the first step, and then expand to full-color TransPromo communications.

In the **direct mail** market, you can take advantage of Océ Job Appropriate Color® to offer your customers the most appropriate choices for their business goals. The Océ ColorStream 10000 Flex brings maximum monochrome productivity combined with premium color printing for special mailing applications to the direct mail market. This positions print providers to take advantage of the widest possible range of direct mail business opportunities.

The Océ ColorStream 10000 Flex is the ultimate machine for the mixed color and monochrome job environments found in various markets. Many **books and manuals** consist of either spot color or a small number of full-color pages, applications that are perfectly supported by the printer's dynamic versatility and productivity. For customers in book and manual

printing and other segments of the graphic arts market, the Océ ColorStream 10000 Flex offers distinct advantages, including excellent front-to-back print registration; and the ability to print on lightweight stocks makes it ideal for the pharmaceutical industry.

Best-in-class digital b/w engine

The Océ ColorStream 10000 Flex is the fastest toner-based color-capable continuous feed printer in the market, offering an unmatched flexibility from maximum b/w productivity through to full color production, plus additional CustomTone spot colors. With b/w speeds ranging from 800 A4/852 letter ipm up to 1425 A4/1515 letter ipm, it provides maximum productivity for customers with massive b/w print volumes. As color volumes evolve, the system can easily be expanded to full color. The Océ ColorStream 10000 Flex offers a unique fit for customers who demand the running costs of a pure b/w system, and the power of full color – and who want it now or want to be capable of easily upgrading later.

Most flexible full-color system

The color-capable Océ ColorStream 10000 Flex empowers print professionals to embrace new opportunities for full color, including the popular individualized applications that are fueling growth in the printing industry. Operating at a speed of 168 A4/172 letter ipm, it can power through over four million full-color images a month. When operating in 2/2 mode, the printer runs at a speed of 344 A4/352 letter ipm, in 3/3 mode at a speed of 228 A4/232 letter ipm, and in 5/5 mode at a speed of 136 A4/136 letter ipm. Digital printing professionals can now maximize their investment in color



devices by also generating revenue from top quality, cost-effective CustomTone and b/w jobs, and benefit from new business opportunities with full-color, spot-color and monochrome flexibility.

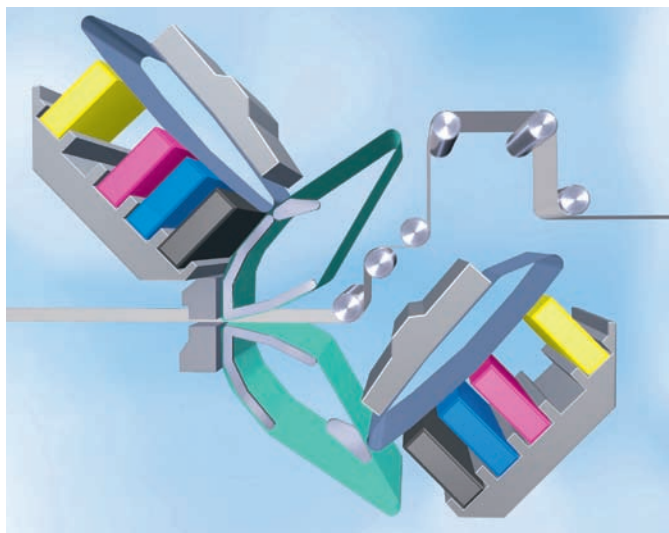
Appropriate productivity, appropriate costs

The Océ ColorStream 10000 Flex has the extraordinary ability to optimize its own speed – without intervention and within the same application, detecting b/w and full-color pages automatically while maintaining its high quality. It prints color at appropriate speed, and automatically adjusts speed upwards for b/w printing – giving you the dynamic productivity you need to turn out more print products in the same time and reduce your unit costs accordingly. The Océ ColorStream 10000 Flex ensures your productivity is driven by the needs of the job, not by technology, empowering you to make the most of your resources and leverage revenue-generating opportunities in color, Océ CustomTone and b/w

printing. In addition to getting the most appropriate productivity, customers also benefit from one of the most accurate accounting models available on the market thanks to the powerful dynamic pricing capability of the Océ ColorStream 10000 Flex. Dynamic pricing means that only pages really containing color are calculated as color pages according to whether 2, 3, 4 or 5 colors respectively are used, while b/w pages are clicked in b/w and at b/w costs.

Best-in-class service

Océ is proud to possess a dense worldwide service network covering all types of consulting, implementation, installation, education and of course, after-sales services. This allows us to be close to our customers wherever they may be. Competent consulting and education combined with professional servicing and maintenance ensure that you can make the most out of your printing solution over the whole lifetime. In other words, our services are specifically intended to contribute to the protection of your investment.



Color-capable digital b/w web press for printing professionals



Excellent output quality

When you accept high-profile jobs, you need to be certain you can deliver the highest level of output quality. Océ Graphic Arts dot modulation ensures brilliantly sharp reproduction of both b/w and color images, enriching applications with outline-free gradations and finely-detailed reproduction of halftones and close-up images. It does this by changing the dot size – the printer can vary the luminance of each individual LED in 16 increments to achieve this. For completely controllable, customizable output, the integrated Océ FlexiDark® technology can fine-tune your b/w output to a specific look and feel, such as offset-like gray, by adjusting the optical density. And all without compromising on print quality.

Excellent front-to-back registration

The Océ ColorStream 10000 Flex features single-pass duplex printing. The system prints both sides of the web simultaneously and also fuses the two sides in a single pass using contactless infrared fusing. Since the web is fused only once, there is no shrinkage between front and back pages, and the contactless technique prevents fine structures from being ironed out.

The outcome – high quality, fine-detail prints with perfect front-back register that give you the security of totally professional work every time.

Océ CustomTone

As custom colors often fall outside the CMYK color gamut, Océ CustomTone can give you another competitive edge. With Océ CustomTone, your color is developed individually to match your corporate identity. The Océ ColorStream 10000 Flex has a 5th color station which lets you print full-color with an additional Océ CustomTone spot color. This makes the ColorStream 10000 Flex ideal for applications that require a specific color for logos or other branding purposes. Now you can easily include special corporate colors in full-color financial statements, color books, direct mail and other critical color documents. As well as CMYK and CustomTone printing, the tremendous flexibility of the Océ ColorStream 10000 Flex allows the printer to be used for custom color storage. This gives you the equivalent of a 2/2 printer, but with the ability to store up to eight additional colors (plus black) in the printer, and choose from these without swapping toner stations.



The Océ ColorStream 10000 Flex

- Best-in-class digital b/w engine
- Most flexible full-color system
- Appropriate productivity, appropriate costs
- Excellent industry partner with best-in-class service



Unrivaled workflow intelligence

Equipped with Océ's well-known SRA® controller technology, the ColorStream also features one of the most sophisticated RIP technologies in the industry. The integrated Adobe® PDF Print Engine 2 – the most up-to-date native PDF Rip – as well as the RPO functionality for reused objects guarantee outstanding process performance. Furthermore, the controller comprises complete color management features for all data streams such as AFP, PDF or PCL. They can be totally controlled directly at the printer.

With the Océ PRISMA® workflow management software, your systems are networked efficiently, data and document management is optimized and the workflow is automated.

100% error-free production

Customers want to have the confidence that their data is printed exactly as they expect. This is especially true in the transaction environment, where data security is key. As a leading provider in this field, Océ automatically equips all of its production printing systems with features giving you that confidence. You're also assured of the same confidence for your data. Using an Océ-patented matching technique, tiny control marks printed on every page ensure that each back page in a duplex job is always printed with the right front page.

Color consistency in the long run

The Océ ColorStream 10000 Flex features integrated inline color linearization, a color consistency control that checks the values for each color during printing. With this assurance of color quality and consistency on each and every page, you – and your clients – can be confident that the first and last page are produced in consistent quality, regardless of the amount of data you print.

Media versatility

The Océ ColorStream 10000 Flex can handle a wide range of paper types, grammages and formats, including recycled paper. You can choose coated or uncoated substrates, and from lightweight papers to heavy stocks. Thanks to the supported format lengths of up to 60" (1524 mm) it is also possible to use special formats such as six-page booklets, or produce book signatures.



Beyond the Ordinary



**Printing for
Professionals**

Creating global leadership in printing

Canon and Océ have joined forces to create the global leader in the printing industry. For our customers this combines Canon and Océ technology with the support of the Océ direct sales and service organizations. Look to the new Canon-Océ combination for:

- Enterprise printing in the office and corporate printroom
- Large format printing of technical documentation, signage and display graphics
- Production printing for marketing service bureaus and graphic arts
- Business Services for document process outsourcing

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