OKI®

A Passion for Retail

World-class Printing Technology, Solutions, Service and Support

OKI® Means Business

HEADQUARTERS
- Scan to cloud & doc management
- Secure print release
- Centralized print management/ automated supplies ordering

SHIPPING/RECEIVING
- Scan to corporate
- Inventory reports
- Shipping labels

Checkout
- Purchase receipts
- Return receipts
- Control print from multiple mobile devices

Back Office
- Scan invoices, HR records to HQ
- Scan to district manager
- Daily sales & inventory reports

In-Store Merchandising
- Impactful color signs on-demand
- Wireless portable solutions
- Paper and vinyl stocks

Specialty Departments
- Customized labels
- Shelf tags
- Wide range of media options

Kiosk
- Customized print devices
- Order receipts, coupons
- Gift registry

In today's competitive retail marketplace, it takes innovative printing products and retail solutions to empower you to realize your full potential. Take advantage of every opportunity OKI offers to maximize your productivity, reduce costs and enhance your performance.

Our groundbreaking printing solutions work for you — from storefront to back office to corporate headquarters.

Floor sales are a priority, and back office reliability is also important

Retailers need reliable printers to ensure efficiency in the back office for all of their printing needs. OKI offers:

- Small-footprint printing/copying devices that fit in tight retail back offices or environments
- High-capacity consumables and paper trays to reduce user intervention
- Industry leading warranties and maintenance contracts
- On-site or overnight exchange warranty options

Streamline processes, improve workflow for a better bottom line

As a retailer, you work hard to reduce the waste created by under-utilized floor space. Smart retailers do the same with their printing operations. OKI MFPs (multifunction printers) let you print, copy, scan and fax—all from the same device—and 3rd party applications like Drivve Image and Drivve Print give your company instant access to all of your documents, which means you can:

- Instantly scan paper documents back to corporate
- Conveniently send a fax
- Immediately make copies of in-store documents
- Process documents with one-touch workflows, right from the MFP's operator panel

Real time management of all printers/MFPs for ultimate efficiency

As a successful retailer, you know how important it is to have the ability to monitor, track and control printing. OKI PrintSuperVision and Print Job Accounting software give you the ability to react quickly with:

- Immediate status of down printers
- Consistency across all stores—replicate settings for all printers/MFPs
- Color printing limited to people or applications that require color
- Automated supplies ordering

Color signs that give you a competitive edge, produced in-store and on demand

OKI SignDirector is the only decentralized system that reduces your costs while allowing you to retain total control over your sign printing. Especially valuable for chain stores, this system allows you to:

- Print exactly what you need, on demand
- Maintain graphic standards while customizing messages from store to store
- Immediately respond to competitive promotions
- Eliminate the costs and waste caused by overprinting

A full line of rugged and reliable tabletop and desktop label printers

Labeling can be an operational challenge—and no one appreciates the value of fast, versatile, high-resolution label printers like a retailer. That's why OKI offers a full line of tabletop and desktop units that:

- Easily integrate with your existing applications—no engineering, no interruption to your work
- Feature an industry-leading 2-year limited warranty and Overnight Exchange[1]

With OKI, you get more than a printer supplier. You get a printing solutions partner.

Other printer brands can provide devices that give retailers a level of functionality that is satisfactory for their basic needs. But only OKI provides a passionate approach to business that goes beyond transactions.

Higher degree of customization

OKI works harder to understand your needs and will provide customized solutions to meet your individual workplace challenges. Our core competency of providing highly-configured solutions, no matter how complex your problem, differentiates us from the competition.

Personalized service every step of the way

From our sales representatives to our service technicians, you can expect more from OKI. Our world-class customer service program is demonstrated at every stage of interaction. In addition to the personalized approach you will experience when you work directly with any of our employees, you will also benefit from the services we offer—which can be customized to fit your needs, including on-site support, overnight exchange, customized web portal services, and free assessment tools.

We're with you 24/7/365

Our commitment to providing the best personal service in the industry is why OKI offers live, North America-based customer and tech support 24/7/365.[1]

We know that retailers "never sleep"—and neither do we, because we are committed to being a true printing solutions partner for our retail customers.

Support programs any retailer will appreciate

- Overnight replacement or on-site printer service
- 2-year standard warranty with overnight exchange on label printers[1]
- Up to 3-year extended warranty[1]
- Custom web portals to help you manage consumables orders, track replacements and repairs
- Media evaluations and customized media solutions
- Custom assessments and fleet installation
- Web and Help Desk training/resources
- Around-the-clock live tech support every day of the year[1]

"OKI custom-tailored a perfect printing solution for us. Now we can create marketing materials on demand at the local retail level that meet brand quality and color guidelines, every time!"

Representative of a
Large International Brewer

In-Store Color

Distributing and managing promotional signage shouldn't take weeks, or even days. Printing and shipping merchandising materials from headquarters can be a waste of time, money and opportunity. And yet, when your stores are producing signs locally, you risk not having corporate control. OKI has a smart alternative...

The benefits of color printing:

As independent research shows, color printing:

- Enhances the acceptance or rejection of an item by up to 60%[1]
- Increases purchase motivation by up to 80%[2]
- Increases willingness to read messaging by up to 80%[2]
- Increases understanding and retention of printed material by up to 65%[3]
- Reduces errors by up to 80%[3]
- Improves payment response time by up to 30%[4]

In-store merchandising utilizing color:

- Is 42% more likely to be read before black & white materials[5]
- Increases the likelihood of purchases by as much as 80%[6]

[1] Ronald E. Green, *The Persuasive Properties of Color.*
[2] Loyola University School of Business.
[3] Océ Technologies, *Statistics on the Benefits of Color.*
[4] DST Output, Inc., *The Value of Color in Transactional Statements.*
[5] Jill Morton/Colorcom, *Why Color Matters.*
[6] Excerpt from POPAI Report.

SignDirector™

OKI SignDirector is the most efficient way to electronically distribute and manage signage in a PDF workflow across a retail operation. With OKI SignDirector, headquarters creates new promotions, then uploads PDFs, embeds print settings and assigns store regions. Store personnel simply sign into the SignDirector web portal, click on the promotion, select "Print" and their signage prints—automatically and correctly:

- Enables implementation of promotions in minutes
- Merchandising Group can set up custom store groups so stores have access only to their own signs
- Eliminates printing waste by up to 100%
- Driverless printing allows store personnel to simply click and print
- Headquarters can track which signs stores have printed for proof of performance

For retailers already using retail sign software to print retail shelf signs, shelf tags and labels in their stores—or looking to do this—OKI works with the leading application and media providers to deliver high-quality output on demand.

Controlling Costs

OKI also has solutions that let retailers monitor and control color printing and copying:

Print Job Accounting Software with color control features

OKI can actually make color printing more cost-effective by enabling store managers to control printer usage:

- Leverage color controls built into select HD Color printers and MFPs
- Define who and what can print in color, black & white, or not at all
- Exclusive: control printing of content from specific URLs (Web sites)
- Limit printing from Windows®, Mac®, Linux and UNIX® workstations
- Easy to install, review job logs, establish and revise policies
- No network server nor additional client software is required
- Policies are password-protected for added security
- Tracks usage and enables user bill-back

Print Job Accounting also provides printer monitoring, letting you create job logs to analyze how a device is being used—by user name, applications used, and number of color or black & white pages printed. The data can help you determine the effectiveness of your existing policies or to develop new ones.

The color control process at a glance:

Printing Needs:

Customer-facing documents (e.g., corporate marketing materials, presentations, contracts and signage...)

Internal documents (e.g., reference material, reports, schedules, office e-mail, spreadsheets...)

Personal documents (e.g., non-work related URL pages, personal photos, personal email...)

Output:

HD Color Printing

Crisp, clear Black & White

No printout permitted

PrintSuperVision (PSV)

PrintSuperVision is designed for larger environments, such as management offices or headquarters, enabling help desks and IT staff to more productively manage print-and-copy devices across their operation.

PSV enables effective print fleet management, including:

- Device discovery
- Logical device grouping
- Status monitoring with email alerts to minimize device downtime and keep users up and running

- Centralized supplies management, with online ordering and reporting to reduce consumables inventory
- Remote configuration to provide quick setup and ease of use
- Highly flexible viewing preferences
- Network security
- Scalability

Status at a glance. PrintSuperVision lets you identify device configurations and capabilities in one comprehensive screen—which also includes easy-to-identify, color-coded supply levels and operational status, displayed in real-time.

5

Label/Receipt Printing

Wherever tracking, accuracy, compliance and performance are a top priority, OKI has the clear advantage:

Highest quality products

- Full line of label printers and POS/receipt printers
- Unmatched tradition of reliability

Customized solutions— developed and brought to market

- Application-driven
- Enterprise-wide scalability

Market-leading integration support

- Fonts, emulations, interfaces, accessories, etc.
- In-person implementation available

Label Printers

OKI offers a complete line of compact desktop and heavy-duty enterprise label printers. Our printers provide unmatched functionality and throughput, and allow you to print high resolution labels—including 1-D and 2-D barcodes—as well as receipts on-demand, quickly and efficiently. They're ideal for high-volume applications, such as:

- Product identification and price labeling
- Shelf tag labels
- Shipping/Receiving

POS Printers

OKI thermal and dot matrix POS printers are among the most feature-rich on the market. They deliver fast printing, superior reliability and resolution, ease-of-use, and the built-in flexibility to handle a wide range of high-volume printing applications, including:

- Register receipts
- Check printing/validation
- Slip printing
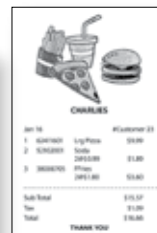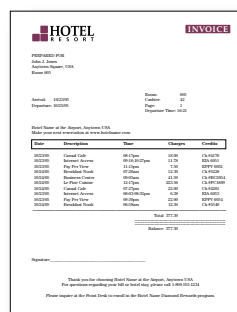
All retailers have label or receipt printing needs. OKI has fast, versatile, high-resolution label and receipt printers that will deliver seamless integration with your existing database and POS applications—the perfect solution for back-office and front register environments.

Dot Matrix Printers

In today's demanding retail business climate, reliability and productivity count. This is true even when choosing the right printing solution for your point-of-sale or forms printing needs.

No competing serial impact dot matrix (SIDM or Dot Matrix) printer can claim the levels of reliability and quality for which OKI is renowned. For over 30 years, we've been the North American industry leader in sales of Dot Matrix printers.

Today, OKI offers a lineup of fast, feature-rich Dot Matrix printers:

- Countertop models that double as point-of-sale (POS) transaction printers
- Rugged forms printers
- Rock-solid high-volume printers—including one with a 300 lines-per-minute print speed

A Dot Matrix printer for every working environment

Dot Matrix printers from OKI are ideal for multi-part forms printing, continuous printing, tractor-feed printing, report printing, and POS printing applications.

They are right at home in retail sales environments. Look for them at the service counter, in the back office, or right in the middle of the finance department.

Wherever there's an application calling for lightning-fast throughput and clear, precise output, there's a rugged, reliable OKI Dot Matrix printer to fill it.

SmartForms

If you decide to transition your operation away from pre-printed multi-part forms to electronic forms, OKI is partnering with Objectif Lune® to provide their Planet Press® Suite with OKI mono or color digital printers—and streamline transactional and variable content document processes.

The SmartForms solution lets you meet every business and departmental need—with virtually no change to your current IT infrastructure:

- Transition from multi-part paper forms to electronic forms
- Create intelligent forms effortlessly via drag-and-drop data mapping, object-oriented charts and graphs, and more
- Send updated forms to all printers automatically, regardless of location
- Integrate seamlessly with most Enterprise Document Management systems

Transactional Documents

Multi-Part Forms

Promotional Documents

Boosting Efficiency

MotionPrint Mobile Printing

As retailers are equipping executives and sales reps with mobile capabilities, the need to print even occasionally is required. OKI has reviewed several mobile printing applications to ensure compatibility with our printers and MFP products. We evaluated these applications for functionality as well as feature and print quality in order to give our customers a point of reference when selecting a mobile print application.

iPad® and iPhone® printing

OKI is currently partnering with Lantronix® and its xPrintServer® technology to ensure Apple compatibility with all OKI printers and MFP products. After evaluating the xPrintServer technology for functionality, features and print quality, we were very impressed. Additionally, we found the following added benefits for our customers—

- Simply plug it in, turn it on and you're printing
- Supports multiple printers.[1] In fact, a single xPrintServer supports up to 10 printers.[2]
- No application is required. With other AirPrint-enabled devices, an application is usually required to obtain full functionality, but not with xPrintServer.
- IT departments can control which printers are available for print
- Backward and forward compatibility. It works with legacy OKI printers, and as new print models are introduced, they can be easily added.

Mobile Devices · xPrintServer (actual size is same as iPhone) · OKI Printer

Visit www.okidata.com for the latest list of mobile print applications, and the various features and functions that are compatible with our printers and MFP products.

[1] Up to 10 printers recommended for optimal performance.
[2] USB hub required.

Drivve Solutions

OKI offers **Drivve | Image** and **Drivve | Print** solutions for its smart MFPs, to meet the image capture and print tracking needs of most document-intensive environments.

Why Drivve? Converting hard copy documents effectively and routing them to an Enterprise Content Management (ECM) or document management system can be difficult, time consuming and costly. Although scanning a document might be easy, inappropriate file naming, conversion of file types, and workflow mistakes can be detrimental to your business process.

Applying an automated workflow to these processes can help ensure accuracy, efficiency and security for the documents in your business process workflow.

- Easily manage storewide scan process for scanning from stores to corporate
- Enter metadata for scanned documents at point of scan
- Avoid individual user mistakes by implementing Bar code scan workflows
- Need for metadata to be extracted from the document (i.e., invoice, PO or customer number)
- Maximize the investment of your Fax Server technology and reduce or eliminate cost of analog telco lines at each store


Drivve | Print is a powerful print management and cost recovery solution designed for the needs of today's office and mobile workforce.

At its heart is an enterprise output-management engine designed to handle thousands of printers and MFPs allowing organizations to manage, control and reduce their print and copy costs. Here's what it can do for you:

- Eliminates waste caused by unnecessary printing
- Enables document printing from any mobile device to any print device
- Allows viewing and release of confidential print jobs on a device's touch panel from anywhere in your company
- Enables easy allocation of costs to projects, departments or clients

Visit www.okidata.com/solutions/DRIVVE for an overview of the various modules that, along with OKI smart MFPs, can boost your efficiency.

Document Security
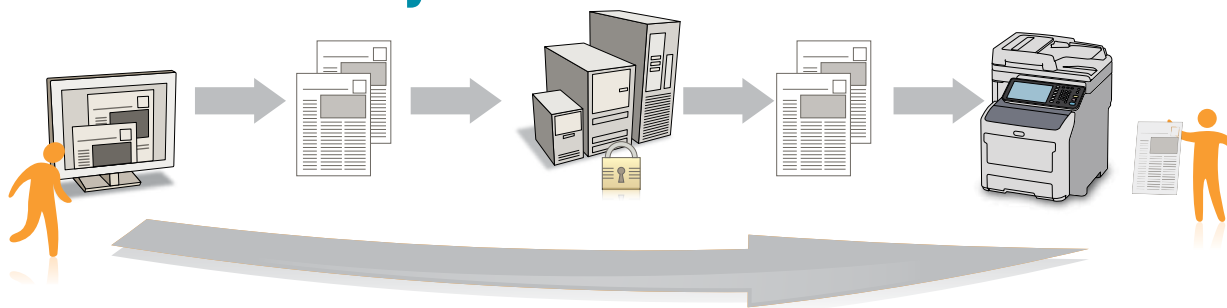
PaperCut MF™ and Ringdale® FollowMe®

For years, controlling printer output in a convenient, cost-effective way has been a goal of organizations large and small. With the print accounting and management solutions from OKI, IT staff can monitor the number of printed pages an OKI printer or MFP turns out, control color usage, restrict the size of sheets to be printed, and supervise single- and double-sided printing.

PaperCut MF and Ringdale FollowMe help to optimize the use of output devices and reduce paper and toner costs company-wide or by location. These solutions can be configured to limit color printing to designated users. Both enable users to securely release print documents from printer or MFP via user names and passwords at the device's control panel, or through a variety of technologies including mobile applications and card readers.

Your OKI representative will work with you to determine the solution that is ideal for your organization.

| Print Accounting and Management Solutions available from OKI®	PaperCut MF	Ringdale FollowMe
Creates an efficient and secure printing environment	✔	✔
Gives the company the ability to account for all activity	✔	✔
Optimizes and streamlines the printing environment	✔	✔
Works with OKI products and mixed printing fleets	✔	✔
Enables organizations to recoup the costs of printing and copying	✔	
Produces detailed reports for on-screen viewing, printing or exporting	✔	✔
Embedded versions available with all OKI open-platform MFPs	✔	

Managed Print

smart Managed Document Solutions

smart Managed Document Solutions from OKI is a scalable, end-to-end Managed Print solution that's designed to significantly reduce the costs of document output and management, as well as increase your company's workflow efficiencies.

With its modular platform, smart Managed Document Solutions can be leveraged to support any size business—from a small office to an enterprise environment—and individual components can be utilized as stand-alone modules. It streamlines business processes, removing the burden of printer ownership through continuous optimization.

The six-stage process includes **Print Assessment and Recommendation**, **Initial Fleet Optimization**, **Remote Monitoring and Management**, **Automated Supplies and Service** fulfillment, **Consolidated Billing and Collections**, and **Ongoing Fleet Monitoring** for continuous improvement.

smart Managed Document Solutions will equip you to transform your business processes. It goes beyond asset management and hardware replacement to deliver a long-term business strategy customized to support the individual needs of your organization and its many users.

Print Assessment and Recommendation

Initial Fleet Optimization

Remote Monitoring and Management

Automated Supplies and Service

Consolidated Billing and Collections

Ongoing Fleet Monitoring
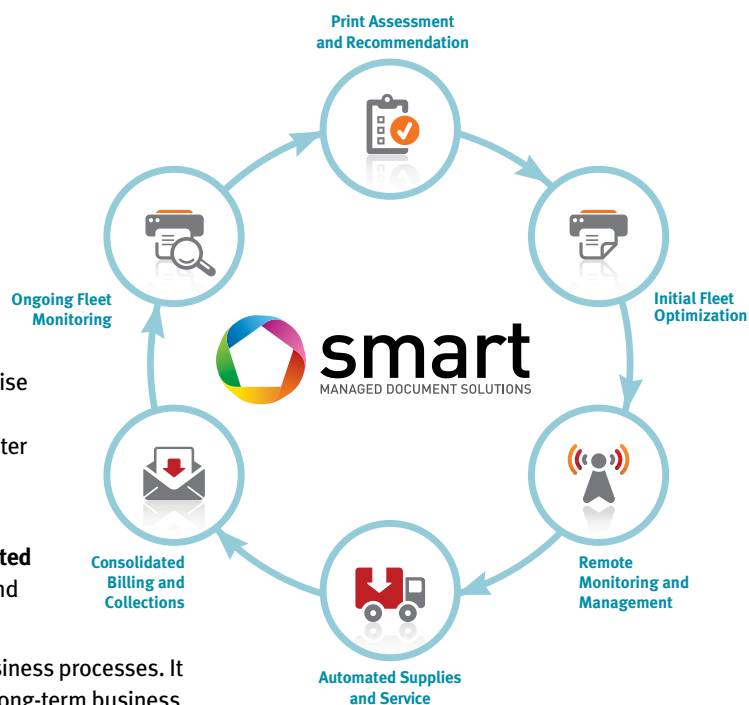
OKI® Printing Technology

OKI is the printer company that best understands your needs. We provide comprehensive, strategic solutions combining hardware and software to meet the very specific requirements of the retail market, helping to improve the quality of your output, optimize processes, and reduce and control costs.

5+ Color Technology

Available only in OKI's cutting-edge Multimedia Production Platform.

The OKI C941dn is a unique 5-station device that produces materials on an incredible range of media in CMYK plus solid White or Clear gloss toners. It gives users the ability to create extraordinary mock-ups, stationery, invitations, brochures, packaging prototypes, point-of-sale material, watermarks, window graphics, labels, etc.—on demand and in-house—in breathtaking HD Color that now includes White or Clear spot color!

Putting the "multi" in Multimedia – When it comes to variety, size and thickness of media, the C941dn greatly extends the OKI heritage of media support. It can easily handle 360gsm extra-thick card stock, 14-point polyester, magnetic media, transparency films and much more—in sizes ranging from 3" x 5" index cards to 13" x 52" banners.

And, when it comes to long production runs, the C941dn can hold up to 2,950 sheets with its combined standard and optional paper capacity.

Single Pass Color™ Digital Technology

OKI® Digital LED color printers are designed to print full-color in a single pass through the print engine. The paper media follows a streamlined path, moving beneath in-line OKI printheads—one each for cyan, magenta, yellow and black (CMYK) and, with the OKI 5+ Color multimedia production platform, White or Clear toner—through the fuser, and out to the user. It is an intuitively efficient printing method: simple, effective and fast.

Some color printers, on the other hand, require four passes to process a 4-color image. Only when the fourth pass is completed will all of the toner be fused to the paper. More time is expended while the image is completed, transferred and fused.

The Single Pass Color process delivers exceptional reproduction in less time than ordinary technologies and for less overall cost. The technology is also an integral part of OKI's HD Color Printing Technology:

In-line Digital LED Printheads

Straight-through Paper Path

HD Color Printing Technology

This unique collection of market-defining OKI hardware and software technologies combines four core elements to deliver breathtaking output:

Single-pass flat paper path – The straight-through flat paper path can handle a variety of media typically used in retail from heavy card stock, to vinyl, or long banners[1]—up to 52" (1.3 m) in length—providing media flexibility and ensuring machine reliability.
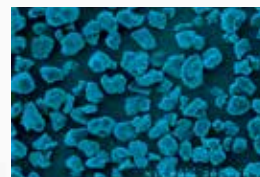
High-definition LED printheads – OKI LED printheads put color on paper with exacting accuracy—up to true 1200 x 1200 dpi output—delivering superior images and stronger colors.

Multilevel LED printheads from OKI accurately control the intensity of the light source, resulting in up to 256 levels of color intensity.

Microfine high-definition toner – Developed in conjunction with OKI printer technology, microfine toner ensures that documents are printed with superior print quality: graphics and text are sharper, crisper and glossier, even on ordinary office paper.

Conventional Crushed Toner   Microfine Toner from OKI

Printer control system – Each OKI color printer and MFP has an advanced software system that constantly checks alignment, registration and color balance, to make printing as simple as it should be and ensure the quality of HD Color output.

Without Photo Enhance   With Photo Enhance

[1] Capabilities vary by printer. Visit the OKI website or contact an OKI representative for more information.

Service and Support

Personalized service every step of the way

We know that retailers "never sleep"—and neither do we, because we are committed to being a true printing solutions partner for our retail customers.

Our proactive approach to world-class customer service and customized support programs helps us anticipate your changing demands, and ensures your printed document operations will run smoothly and efficiently.

The caliber of our customer service program is demonstrated at every stage of interaction: in addition to the personalized approach you experience when you work directly with any of our employees, you will also benefit from the services we offer—which can be customized to fit your needs—including:

- On-site support
- Overnight exchange
- Customized web portal services
- Free assessment tools

OKI Certified field technicians deliver quality printer repair and maintenance services on all OKI-brand printers and MFPs. And we back that up with live, North America-based technical assistance, available toll-free, 24/7/365.[1]

Award-Winning Products

Industry experts have taken notice of OKI's full line of product and service offerings that help businesses become more productive and communicate more effectively. Our long-standing commitment to technology leadership, product excellence and superior customer support is a winning combination.

The products in our award-winning portfolio—color and black & white printers and MFPs (multifunction devices)—feature high-quality output, fast print/copy speeds, flexible media handling and legendary reliability.

We develop many of our own software solutions, and partner with industry-leading developers to create products tailored exclusively to retailers.

OKI offers cost-reducing incentives to our customers, and we have helped pioneer the "big picture" approach to savings: Managed Print Services. OKI smart Managed Document Solutions can uncover areas for cost reduction and help you maintain your printer fleet.

Expect more from OKI.

| POS Printers | Label Printers | Dot Matrix Printers | Mono Printers | Mono MFPs | Color Printers | Color MFPs |

For more information about OKI's retail solutions, please contact Terry Cruikshank at: 856-222-7235 or terry.cruikshank@okidata.com. Or visit www.okidata.com/retail

OKI

Open up your dreams