

Printer Business



Consolidating the Global Earning Potential of Color LED Printers, Focusing

The Compact MC860 A3 Color Printer Series Developed to Meet Heavy Printing Duties

Adding various values primarily in printing functions, the MC860 series A3 color copier and printer units are suitable for many potential business situations. Based on the print engine OKI Data's unique "Digital LED head technology" is equipped with, the MC860 series realizes speedy color output of up to 26 sheets per minute*, high image quality and excellent printing durability and boasts a service life of up to 600,000 pages. In addition, the series has a Scan to Mail function for sending scanned images directly by e-mail as well as an automatic distribution function that converts received facsimile documents as PDF files and sends them to e-mail accounts or saves them to servers. These new functions significantly contribute to the improvement of business efficiency. Furthermore, touch screen and audio assist functions as well as easy-to-understand operational guidance help beginners better understanding and use the units.

* In cross-feed copy mode (printing multiple copies) for A4 sheets



MC860 series

OKI's Development of New-Generation LED Print-Heads Receives an Economy, Trade and Industry Minister's Prize at the Fifth Machine Industry Promotion Prize Awards

OKI received an Economy, Trade and Industry Minister's Prize at the Fifth Machine Industry Promotion Prize Awards for its commercialization of epitaxial film bonding (EFB) technology. EFB is a technology that, without need of adhesives, bonds thin film material by utilizing the intermolecular bonding force working between the films. OKI became the first company in the world to succeed in mass producing LED print-heads using this technology. The new LED print-heads are half the size of conventional products as utilizing the EFB technology saves resources. In addition, the technology reduces the number of wire bondings and mounted chips, while maximizing the use of LED materials. These initiatives to reduce production processes and materials have contributed greatly to enhanced cost efficiencies. These achievements resulted in the winning of this award.



New-generation LED print-heads

OKI's UK Production Base Reduces CO₂ Emissions by 1,400 Tons

OKI (UK) successfully reduced its annual CO₂ emissions by 1,400 tons. This amount accounted for 42% of the total CO₂ emissions relating to electricity and air-conditioning at the company. The office building in current use is an environmentally friendly facility that commenced operations in November 2005 with a gasified air-conditioning system and light sensors that detect people's movements to turn on lights and air-conditioning only where people are present. In addition, OKI (UK) changed the molding method of its mainstay toner cartridges to reduce significantly the amount of water usage. With these improvements, OKI (UK) reduced electricity usage by 2.8 million kW (43%), water by 16,000 m³ (79%) and utility charges by ¥68 million (45%) in 2007 compared with figures at older facilities in 2004. Spurred by these achievements, OKI will make further efforts to reduce CO₂ emissions in each region by taking advantage of local characteristics.



OKI (UK)

Group

on the SMB Market

Operating under the business brand of OKI Printing Solutions, the Printer Business Group mainly provides monochrome and color light-emitting diode (LED) non-impact printers and multi-functional printers (MFPs) worldwide.

OKI's non-impact printers demonstrate size advantages as well as superior speed and resolution performance compared with laser-method printers by utilizing a LED light source. Also, compatible with various paper sizes and media, OKI's printers score highly in market performance evaluations.

In the color non-impact printer business, OKI will accelerate its shift to high value-added models and focus on small and medium size businesses (SMBs) with the goal of consolidating global earning potential. OKI will fortify its product lineup and, in addition to the United States, Europe and Japan, will also aggressively expand into such emerging markets as South America, Southeast Asia and China. OKI will also focus on the monochrome non-impact printer business, introducing new products.

OKI is reducing costs in its dot-impact printer business and responding to emerging-market demand for low-cost printer models as it aims to heighten earnings stability.

Challenge: File 4



Yoko Asano

Software Development Group
Platform Technology Development Department
NIP Business Division
OKI Data

Attempting to Develop Products from the Customer's Point of View

I am tasked with developing and maintaining software that is bundled with color non-impact printers and MFPs. What appeals to me about this job is that I am involved with products that are directly visible to the customer. I find it rewarding to fix tools and develop better ones based on customer requests for improvement. What I find difficult is to add functions to tools while trying to imagine how they will actually be used. I attempt to develop these tools from the customer's point of view by asking myself how I can make them easier to understand and easier to use and whether these two features are needs shared by all customers. Color printers are increasing in functionality. In the future, I expect that everyone will own a high-function product with high image quality that will be used in office and homes.

