

Info-Telecom Systems

Semiconductors

Printers

A New Segment Structure Geared toward Excellence and Sustainable Growth

Info-Telecom Systems

Sales



Oki uses the industry's most advanced info-telecom converged technologies to provide one-stop solutions based on its in-depth knowledge of the financial, telecom carrier, public sector and enterprise markets.

Semiconductors

Sales



Oki has reduced its exposure to market fluctuations by using a fab-free manufacturing structure to supply products based on its original technologies and targeted toward the personal and mobile markets.

Printers

Sales



Oki is expanding its business globally by focusing on LED printers, which combine compact designs with high-speed, high-resolution printing, while maximizing the profitability of its SIDM printers.

Info-Telecom Systems



Takashi Hattori
Group Operating Officer
Systems Network Business Group

Market Trends and Performance

New business opportunities expanded through the convergence of IP and IT

As demand from the introduction of Japan's new banknotes was almost over in the first half of the year ended March 2005, there was a decline in ATM*1 sales. Also government sector IT investment was postponed as a result of natural disasters. However, telecom carriers continued to invest aggressively in broadband IP networks, and there was a growing demand for info-telecom converged systems in the business sector.

Financial institutions are likely to increase their investment in IT systems, integrated networks, and improved ATM security, while telecom carriers are expected to continue their long-term investment in such areas as FTTH*2 technology and IP telephony over fiber.

*1 Automated Teller Machine
*2 Fiber-To-The-Home

Business Strategy

Provision of high-value-added info-telecom converged solutions with the AP@PLAT concept

The spread of broadband access and advances in IT are leading us into full-scale ubiquitous networking. The Oki Group has long anticipated this trend, and in the year ended March 2005 it established a business policy focusing on the info-telecom convergence. It has restructured the information and telecommunications segments into a single info-telecom systems segment from the year ending March 2006. Oki will work aggressively under this new structure to create new business activities.

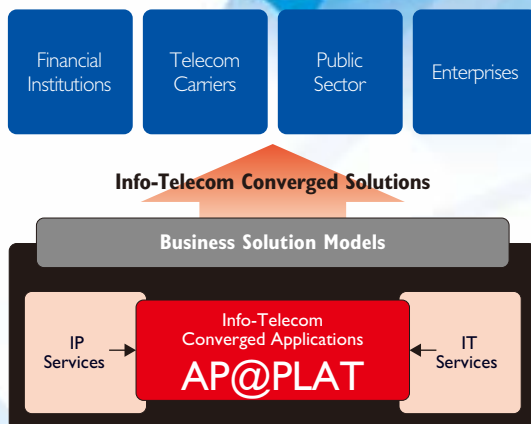
Business development in this segment will be based on a two-axis structure consisting of the products business and the solutions business. Through its products business, the Oki Group aims to achieve industry leadership by using its technological expertise in such areas as mechatronics equipment, including ATMs and ticket issuing systems, and network equipment, including IP telephony servers, to develop and supply a range of powerful products.

In its solutions business, Oki will focus on four key markets where it has strengths: the financial market, telecom carriers, the public sector and the enterprises. Its aim is to offer one-stop info-telecom converged solutions that meet the needs of these customers by using its strong market access capabilities.

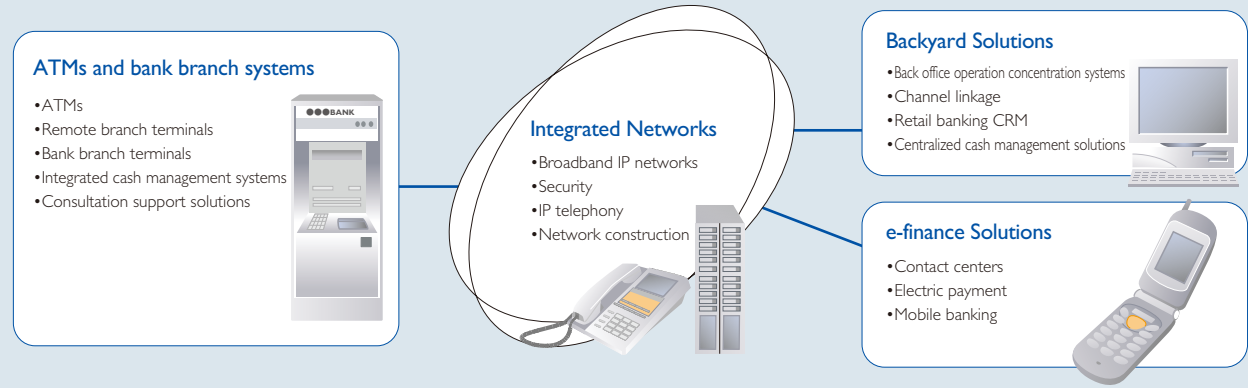
Business areas in this segment include the provision of reliable info-telecom network infrastructure. This forms the basis for a number of key areas: customer contact technology, represented by CTI; integration of a variety of media for multimedia messaging; and network transactions, including net-based payment services. To maximize the added value of solutions, activities in all of these areas will be seamlessly integrated under AP@PLAT, Oki's solution concept for info-telecom convergence.

In the "e-society" based on ubiquitous networking, satisfaction will be an increasingly important value. The Oki Group will help to build satisfaction by enhancing functions for security, convenience and comfort.

Providing Info-Telecom Converged Solutions



Financial Service Solutions



Support for enhanced security and customer service improvements with ATM and branch systems as a base

The Oki Group has a strong customer base in the financial market, which it serves primarily as a supplier of ATMs and branch systems. The other key business categories are backyard solutions, e-finance solutions and integrated networks. Focusing on these four categories, Oki aims to use broadband networking technologies to provide info-telecom converged solutions that match the priorities of financial institutions, including retail service diversification, the improvement of security, and the improvement of administrative efficiency. It will thus enable financial institutions to offer consistent, reliable services regardless of the channel used.

As Japan's leading supplier of ATMs in terms of market share, Oki has introduced new models with security enhancements that include biometric verification capabilities and IC card support. Oki also offers channel-linked solutions to support strategic marketing

activities based on customer data through linkage with the various service channels, such as ATMs, which are used by financial institutions. The Oki Group helps financial institutions to enhance their customer services. For example, its consulting service support system allows financial institution experts to provide advice to customers remotely.

Another major advantage for the Oki Group is its ability to offer solutions for a wide spectrum of financial sector needs. These range from back office efficiency solutions, including back office operation concentration systems based on its superlative image processing technology, to e-finance solutions, including net payment systems and contact center systems. Furthermore, Oki will continue to expand its integrated network services, including the integration of voice services through VoIP, as well as its support for mobile and broadband services. It will develop solutions that enhance financial institutions' convenience and operational efficiency.

New ATM with improved security features — ATM-BankIT

For enhanced user security, this new ATM supports not only IC cards but also various biometric identification techniques, such as finger vein, palm vein and iris scanning. It can also be linked to customer service systems, such as CRM*3 servers, which are used by financial institutions to provide services via mobile phones or non-contact IC cards, to support marketing of products that match customer needs.

*3 Customer Relationship Management



ATM-BankIT

GS21 Bank Branch System

This next-generation bank branch system supports a range of efficiency improvements in the branches of financial institutions, including the use of application servers to process administrative tasks that were previously carried out manually.



GS21



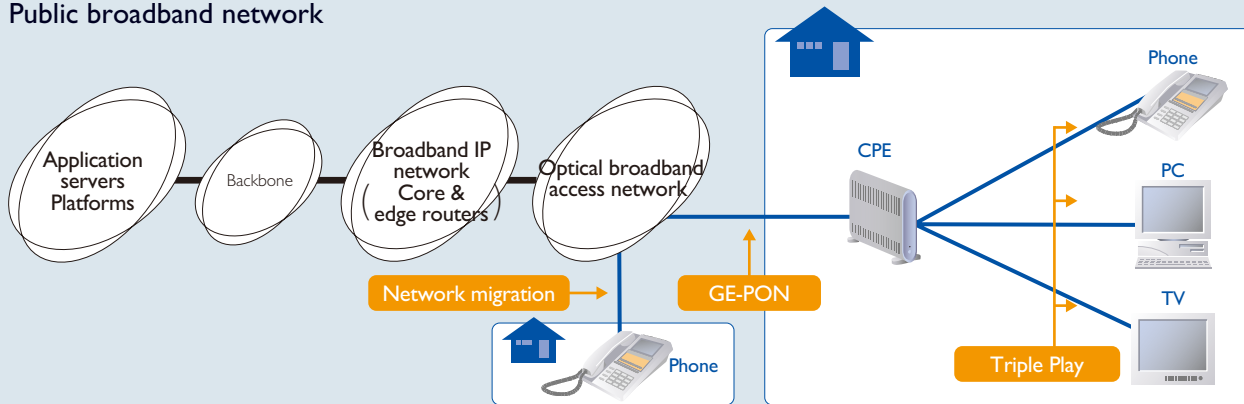
ConsulStation

ConsulStation

This support solution for counter sales allows financial institutions to provide individual customers with optimized information about financial products by linking CRM and sales support systems with IP networks in real time.

Telecom Carrier Market

Public broadband network



Providing network systems that meet a variety of needs in the broadband ubiquitous era

Japan's major telecom carriers are investing aggressively in optical IP networks and FTTH networks in preparation for the new era of ubiquitous broadband services. Under its info-telecom converged solution concept, AP@PLAT, the Oki Group supplies network systems that are indispensable for carriers to provide these services. Using knowledge and technology related to telecommunications systems that it has accumulated over 120 years, Oki aims to build a position of advantage in the market for network infrastructure, including IP network systems, optical network access systems, such as GE-PONs*4, as well as network

migration systems, which seamlessly connect existing fixed-line telephones to IP networks.

At the same time, Oki is also developing application servers and network terminals to support triple-play services combining voice, video and data, which carriers will be rolling out. Specifically, it aims to expand its business in this area by providing application servers for video distribution, e-payment and call centers, as well as home and office network terminal equipment, such as VoIP gateways and video receivers.

*4 Gigabit Ethernet Passive Optical Network

Expand the provisioning of broadband IP network Equipment

As the Japanese telecom carriers continue to build out optical IP infrastructure and expand their FTTH networks, the Oki Group was among the first in the industry to provide GE-PON optical access equipment. It will continue to expand its range of broadband IP network equipment, including access gateways and residential VoIP gateways.



GE-PON system MileStar™ BM1400 series

CenterStage® Multimedia Communication Server for Carriers

The Oki Group supplies telecom carriers with advanced IP communications equipment with support for integrated data and voice services, as well as diversified voice services based on CTI technology, and multimedia over IP technology.



CenterStage

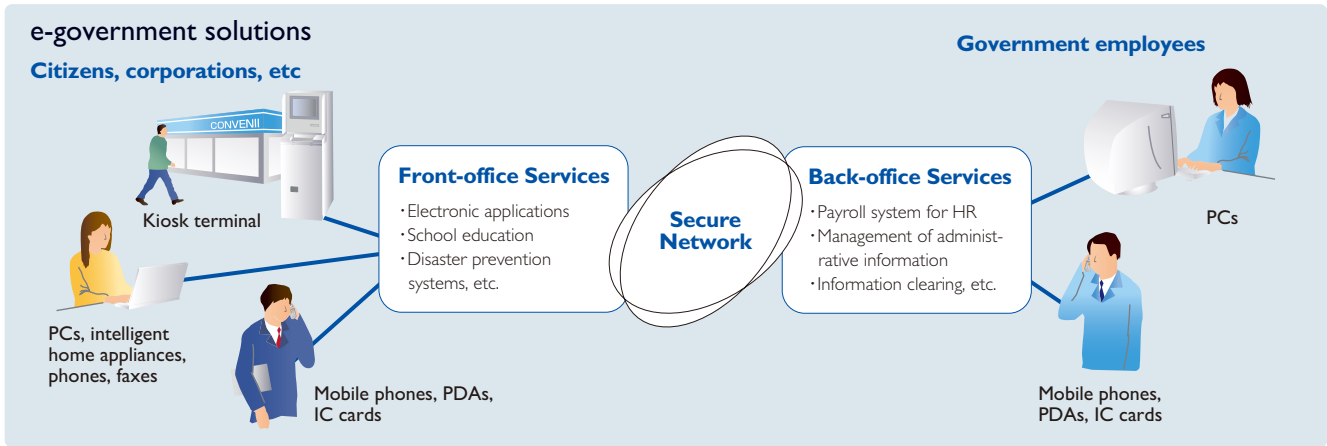


OKI MediaServer

OKI MediaServer Broadband Video Solution

The OKI MediaServer supports optimized video communication solutions in a broadband environment, including video on demand (VOD), live video distribution, broadcast distribution, and two-way multi-location PC conferencing.

Public Sector Market



Providing solutions based on advanced technologies, focusing on e-government, disaster-prevention, and ITS areas

The public sector, including central government agencies and regional governments, is an important market for the Oki Group. A particular focus is the Japanese government's e-Japan II Initiatives. Oki will target three specific areas: e-government solutions, disaster-prevention solutions, and ITS*5 solutions.

In the e-government area, it uses its expertise and considerable experience in security and networking to supply operational systems, such as personnel administration and wage systems, as well as network development services to government agencies. It also aims to participate actively in major e-Japan II Initiative projects undertaken by government agencies.

The Oki Group has been involved in the development of disaster-prevention solutions for many years. It aims to achieve

further growth in this area by targeting the area of info-telecom convergence. This strategy will include the supply of advanced solutions based on digital wireless systems, such as ad-hoc networks that enable the creation of flexible and automatic emergency wireless communications networks in a disaster area.

In the area of ITS solutions, the Oki Group will supply solutions based on further enhancements to ETC*6 and VICS*7 technologies. These will include inter-vehicle video communications systems and gate systems based on DSRC*8 wireless systems, used in ETC.

*5 Intelligent Transport System
 *6 Electronic Toll Collection
 *7 Vehicle Information Communications Systems
 *8 Dedicated Short-Range Communication

ITS Solutions

The Oki Group's ITS solutions are designed to improve and optimize road traffic systems. Products include ETC systems with automatic wireless payment capabilities for toll roads, and VICS systems, which feed real-time information about roads and traffic congestion to vehicle navigation systems.



The ETC system at the tollbooth on the Hachioji Interchange, Chuo Expressway



VICS system

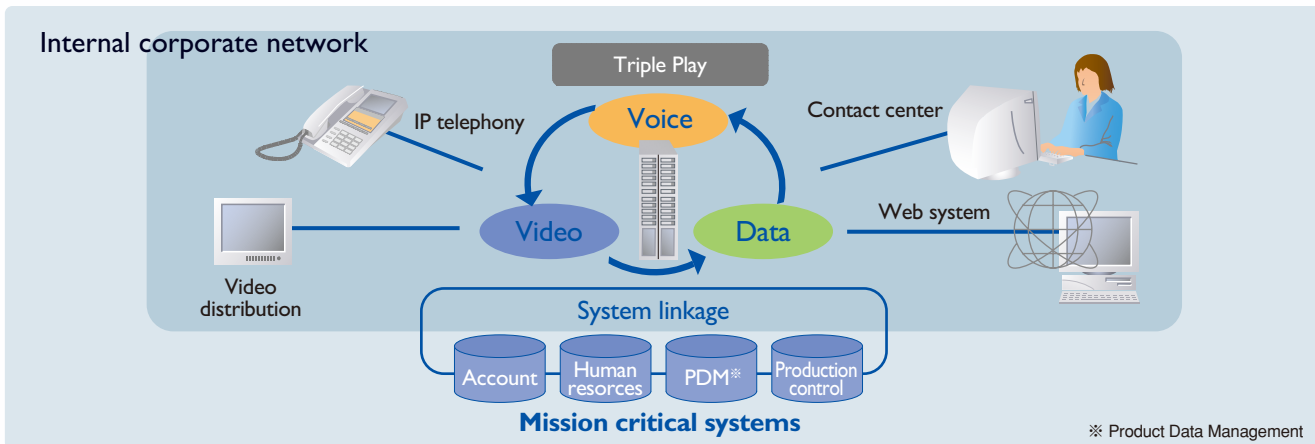
Disaster Prevention Solutions

Demand for disaster prevention solutions is expanding as organizations strengthen their systems and shift increasingly to wireless digital technology. The Oki Group supplies a variety of products in this field, including advanced fire-fighting command and control systems based on the convergence of information technology with fire-fighting communications systems.



Fire-fighting command and control system

Enterprise Market



Focus on triple-play solutions that converge voice, video and data

The Oki Group provides innovative solutions converging information and telecommunications to two types of customer: the system-based customers, and the telecom and PBX-based customers.

Based on advanced IP solutions, including IP telephony servers, CTIs, and video distribution systems, Oki offers triple-play solutions that combine realistic voice and video services with data services. It also provides application servers that seamlessly integrate existing mission critical systems with IP-based systems to help customers improve their business process efficiency. Through these various info-telecom converged solutions, the Oki Group

aims to accelerate the creation of new business opportunities in this area.

The Oki Group also supplies high value-added solutions to the travel and transportation industry. This industry has traditionally been a key market for Oki, which is a leader in the mechatronics field. Products include ticket reservation and issuing systems, for which it has the biggest share in Japan, and automated check-in ticketing terminals. It will continue to help customers to integrate their core business activities with new services by adding payment and security features, such as IC card payment and electronic ticketing, to its products.

CTstage 4i for .NET CTI System

CTstage® 4i for .NET is an advanced communication platform designed to enhance contacts between companies and their customers through the info-telecom convergence technology. This product provides a full array of contact center functions in a single unit. It is the clear leader in the Japanese market.



CTstage 4i for .NET

Travel and Transportation Solutions

The Oki Group supplies a range of solutions to support high-value-added customer services in the travel and transportation industries, including automatic airport check-in machines, reservation and ticketing systems for travel agencies, and on-line automated ticketing machines for railway stations.



Airport check-in system

IP CONVERGENCE Server SS9100 Release 3



IP CONVERGENCE Server SS9100

In February 2005, Oki launched IP CONVERGENCE® Server SS9100 Release 3, an IP telephony server that integrates large-scale IP-PBX functions with business applications. This version provides significantly enhanced functions, including improved support for private IP telephony and mobile telephony systems.

Business Review 2005

Expanding the Range of Info-Telecom Converged Products

• Joint Development of Application Servers to Support Info-Telecom Convergence

In June 2004, Oki and BEA Systems, Inc. completed the joint development of SipAs™ on WebLogic, the world's first application server to support the integration of information and telecom systems. By integrating SIP*1, a protocol which allows voice data to be transmitted over IP networks, with web systems, the new application server enables the smooth integration of voice, video and data services.

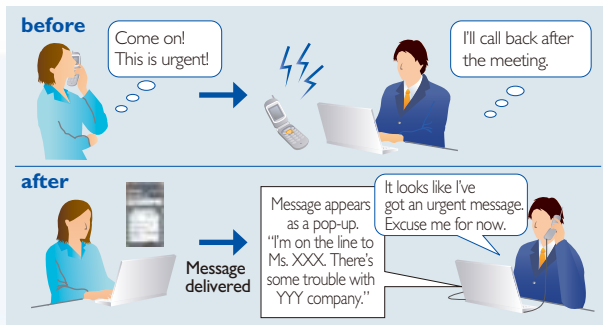


Joint announcement with BEA

*1 Session Initiation Protocol

• New Application Server Based on IP Telephony

In October 2004, Oki launched the IP CONVERGENCE Server AS8700. This new application server revolutionizes work styles by using IP telephony to integrate information and telecommunications. By linking the server to IP CONVERGENCE Server SS9100, an IP telephony server, it is possible to offer info-telecom converged applications that provide powerful support for work styles without the limitations of time or location.



An example of applications for improving business efficiency

• VoIP Certified Professional Program

Oki operates the VoIP Certified Professional Program jointly with NEC through its IP Telephony Promotion Center (IPTPC®). By March 31, 2005, more than 5,000 people had gained qualifications under this program.

Financial Solutions based on Info-Telecom Convergence

In January 2005, Oki announced TxFlow™, a retail banking architecture solution for financial institutions based on its AP@PLAT, a solution concept. Financial institutions are gearing up

to sell a wide range of financial services through diversified marketing channels. This new architecture has attracted intense interest as a flexible retail banking system that controls systems according to sales flows for a wide range of financial products in the area of retail banking services for small and medium enterprises and individuals.

The Oki Group supplies a wide range of products and services to strengthen the retail operations of financial institutions. For example, it received an order from a major trust bank for a contact center system based on Oki's CTI server, the CTstage 4i for .NET. In the regional banking sector, it won orders for its ConsulStation system, which supports remote advisory services based on video conferencing, and also for ChannelNavigator®, a channel linkage and convergence solution based on the industry's first communicating ATM.

Improved SIP Support



SIP-supporting products

Oki continues to improve its support for the SIP. In September 2004 it added a SIP-capable VoIP gateway to its product line-up, and in December 2004 it launched the Superphone IP, a SIP-capable office telephone.

The Oki Group's Info-Telecom Systems Widely Used in the Business Sector

In the year ended March 2005, many companies installed Oki's info-telecom converged systems, including IP telephony servers and CTI systems.

- **Steel manufacturer:** It supplied a private IP telephony system based on the IP CONVERGENCE Server SS9100 to a steel manufacturer. Eventually this system will be expanded into one of Japan's largest IP telephony systems supporting 10,000 terminals nationwide.
- **Office furniture company:** It supplied a mobile telephony system based on the SS9100 to an office furniture company. By integrating wireless IP telephony with mobile phones, the company has been able to reduce costs, reform work styles and improve productivity.
- **Telecom carrier:** A telecom carrier selected the OKI MediaServer as the server for its broadband video distribution service. Oki also supplied StreamingPlayer set-top boxes for residential broadband users. This system supports a wide variety of high-quality video distribution services such as large-scale VOD and multicasting.

Semiconductors

Market Trends and Performance

Despite weakening prices in the second half of the year, performance benefited from strong demand for P2ROMs

Growth rate in the world semiconductor market was strong in the first half of the year ended March 2005, but slowed in the second half. The Oki Group recorded strong first-half shipments of PHS*1 base band LSIs and sound generator LSIs. However, demand slowed in the second half of the year with mobile phone inventory adjustments in China. Demand for driver LSIs for LCD televisions and PC monitors increased with the start-up of new plants by panel manufacturers, but sales were affected by a downward trend in prices in the second half of the year. In contrast, demand for P2ROMs for the amusement equipment market was stronger than predicted, and this helped to underpin overall performance.

Though the market adjustment phase is expected to continue in the first half of the year ending March 2006, the supply-demand balance should improve in the second half. Demand for driver LSIs for thin LCD televisions is expected to increase, and sustained demand for P2ROMs is also predicted.

*1 Personal Handyphone System

Business Strategy

Distinctive products targeted toward the personal and mobile markets

The Oki Group withdrew from the high-end general-purpose DRAM business in 1998 because of the high investment risk caused by wildly fluctuating market conditions. Since then it has targeted a role as a niche leader in the personal and mobile markets by using its original technologies in the areas of ultra-low power consumption and high voltages and high density to develop distinctive LSI products including system LSIs, logic LSIs, and system memories.

Because of the purposes for which they are used, personal and mobile devices, such as mobile phones, information appliances and in-vehicle equipment, require specific characteristics, such as compact designs, low power consumption, high speed and high voltage. The pace of innovation is extremely rapid in this field, and it is necessary to design, develop and supply original LSIs within short lead times to meet customers' product development strategies. To meet this demand, the Oki Group has upgraded its organizational structures to improve development capabilities and productivity and enhance its overall earning power in this area of activity.

For example, semiconductor design and development functions have been split off into one in-house company, and production functions into another. It has also established a fab-free structure that allows it to select between in-house and world's leading fabricators according to the requirements of each project.

The Oki Group's activities in the personal and mobile markets focus on three areas which enable it to fully utilize its technological strengths: telecommunications, information appliances and in-vehicle equipment. Its strategy calls for the development and supply of unique semiconductor products in each of these areas.



Hironori Kitabayashi
Group Operating Officer
Semiconductor Business Group

Product Segment

	Telecom	Information appliance	In-vehicle
System LSIs μPLAT® Low power consumption Communication & RF tech SOI/SOS/FeRAM	PHS-baseband VoIP LSIs EC/NC	Digital AV ARM MCU SOI MCU	In-vehicle MCU ITS, navigation TPMS
	Wireless / Radio controlled watch		
Logic LSIs High voltage process Sound generator, voice tech	Organic EL drivers		
	Sound generator LSIs Integrated LSIs	TFT drivers Voice synthesis LSIs	VFD drivers
System memories P2ROM process Graphics technology Low power consumption	P2ROM/Video-LSI		
	AS-DRAM		
		FIFO memories	

Telecom Market

Supplying a wide range of advanced solutions, including wireless, VoIP and sound generator LSIs

Wireless technology plays a vital role in the information society in forms ranging from mobile phones and PHS telephones to more recent innovations, such as wireless LANs and IC tags. In the area of PHS base band LSIs, the Oki Group is Japan's leading supplier of products for data cards in terms of domestic market share. It has also gained a one-half market share in China market, where the PHS market is expanding rapidly. Furthermore, it continues to lead the industry in introducing innovative products based on new low rate wireless standards, such as ZigBee™ and UWB*2, including the world's first single-chip ZigBee product. The Oki Group will continue to exploit the characteristics of its SOI*3 and SOS*4 devices based on compact, high-speed, high-frequency and ultra low power consumption technologies to develop low rate wireless LSIs for advanced solutions to meet the needs of its customers.

In the telecommunications sector, there has been a rapid increase in the use of IP telephony in recent years. The Oki Group supplies VoIP LSIs and other products based on its long experience in telecommunications system technology. It has also developed compact sound generator LSIs with excellent sound quality for use in mobile phones. Oki is the leading supplier of sound generator LSIs for GSM mobile phones, which are used in Europe, China and South Korea.

The Oki Group will continue to target further increases in its shares of growth markets, such as wireless systems and VoIP telephony, by using its original technologies to develop unique LSIs.

*2 Ultra Wide Band
*3 Silicon-on-Insulator
*4 Silicon-on-Sapphire



ML7065

World's First Single-Chip ZigBee Compliant LSIs

ML7065 is a single-chip LSI with support for the ZigBee standard, which is ideal for applications that include detection, monitoring and control. This is the first device in the world to combine a 2.4GHz RF, physical layer and media access control layer functions on a single chip.

Sound Generator LSIs

The Oki Group provides sound generator LSIs for GSM mobile phones, which are widely used in Europe, China and South Korea. Characteristics such as excellent sound quality have enabled Oki to gain the top share of sound generator LSIs for the GSM handset market.



A mobile phone incorporating an LSI sound generator manufactured by Oki

Information Appliances

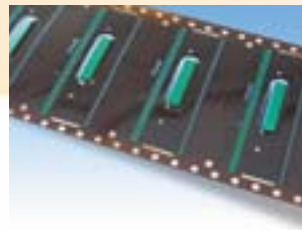
Targeting the No.1 position in the driver and system memory market, by strengthening technology advantages

LCD drivers are key devices that determine the performance of large TFT*5 panels used in LCD televisions and PC monitors, items that are rapidly becoming popular. The Oki Group's superior design capabilities and production processes have allowed it to become the top vendor, supplying drivers to the number one global PC panel manufacturer.

In March 2005 the Oki Group acquired the large TFT LCD driver business of Texas Instruments Japan Ltd. The resulting scale merits are expected to bring significant improvements in both product range and price competitiveness. Also, by combining its own unique process technologies with Texas Instruments' circuit design technology, the Oki Group aims to develop highly competitive products and propose de facto standards for next-generation driver interfaces.

Another area in which the Oki Group excels is system memory, which is used to store control programs and data in digital devices. Its P2ROM has become particularly popular in the industry because of its extremely short delivery lead times — as short as one day from receipt of data to shipment of products — compared with Mask ROMs. P2ROMs are used in electronic dictionaries, amusement devices and printers, as well as a wide variety of industrial equipment. Oki also plans to develop applications, including products for the security industry, that take advantage of the fact that P2ROMs can only be written once. It also plans to introduce next-generation P2ROMs based on its original technology, including multibit cell technology. Through these activities, it targets to increase its share of the ROM market to 50% or higher.

*5 Thin-Film Transistor



The ML9156, a driver for large-sized LCD TVs displaying one billion colors

Driver LSIs

The Oki Group supplies a wide range of products, including drivers for large TFT LCDs, organic EL displays and VFDs. Key areas of expertise include drivers for large-screen LCD TVs, which require high voltages. It has acquired the driver business of Texas Instruments Japan Ltd. and aims to gain the largest share of the market of large TFT LCD drivers.

P2ROMs

Because of turn-around times as short as one day from receipt of the customers' order to shipment, the Oki Group's P2ROMs are used in a large number of personal and mobile devices such as game consoles, electronic dictionaries and PDAs, for which development speed is vital to competitiveness.



P2ROMs

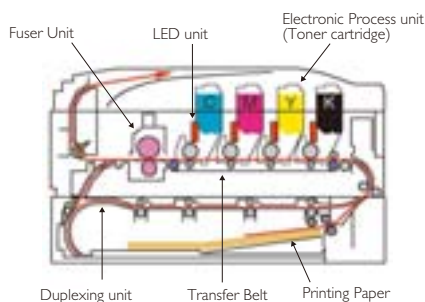
Printers



Mikihiko Maeno
President and Chief Executive Officer
Oki Data Corp.

LED Single Pass Color Technology

Oki's LED Single Pass Color technology is a color printing system based on a vertical array of four color LEDs corresponding to the four basic printing colors. The system allows four-color printing in a single linear pass, enabling faster printing and higher resolutions, on a wide-variety of media.



Market Trends and Performance

Steadily expanded its share in the printer market

Trends in the world printer market remained steady in the year ended March 2005, with a rapid growth in color printer sales in the markets of Western Europe, the U.S. and Asia.

The Oki Group's exclusive Single Pass Color® technology has created color LED printers that combine compact designs with high printing speeds and resolutions. World market reaction has been extremely positive. Monthly worldwide sales of color LED printers exceeded 20,000 in December 2004 and the cumulative total surpassed the 500,000 mark in the spring of 2005. While the Oki Group has steadily expanded its market share in Europe and North America, it has also taken an aggressive marketing strategy for the growing Asian market. These include the enhancement of mass sales channels in Japan and introducing new models in China.

Oki has maintained a strong position in the world's markets for SIDM printers and is the leading brand in the U.S. in terms of market share. Responding to the growing Chinese market, Oki enhanced its technical support in that market and introduced flatbed dot matrix printer configured for the local tax market.

Business Strategy

Strengthening business base as a full-line printer vendor

Oki's basic approach to its printer business is to operate as a full-line printer vendor and one-stop source for all business-printing requirements. Its LED technology enables an ideal balance of high performance and added value, ranging from high-end A3 printers to entry-level A4 models. In the SIDM market, it supplies wide variety of models to suit all market needs, including low-end models, for which there is strong demand in markets throughout the world, through to specially designed flatbed printers in China.

The printer business has been restructured in all of its processes, from product planning and development through to mass production, to ensure optimal speed and efficiency in the continuing evolution of its extensive product line-up. Specifically, development processes have been comprehensively updated through the "one-spin development," a concept to ensure all processes, from the design through to mass production, to be completed without the need to repeat any of the stages. It has also substantially reduced development-production lead times through innovations under the "vertical production start-up" concept that links development facilities in Japan with production sites in China and Thailand.

Another priority has been the reinforcement and expansion of its global sales and service systems. In addition to improvements in the Japanese, European and North American markets, it has also strengthened its operations in future growth markets, such as Asia, the Middle East and Central and South Americas.

The Oki Group is carrying out powerful sales and marketing activities under "OKI Printing Solutions," the new printer business brand. Strategies include the development of a comprehensive product line-up to meet various user needs and the expansion of product customization and technical support services. Its aim is to provide optimized total printing solutions for every business situation.

Product Strategy

Value positioning based on high-speed, high-resolution color LED printers

The Oki Group commercialized the world's first monochrome LED printer in 1983, using knowledge accumulated through its long involvement in developing technology for semiconductors and mechatronics, as well as for miniaturization and low power consumption. In 1998 it introduced the world's fastest color LED printer, with the advantages of compactness high-speed and high-resolution printing. Oki has continued to develop its products under its value positioning strategy, which emphasizes the development of products that offer extremely high price-performance.

Oki's printers are single pass color systems based on an array of four printing units with LEDs as the light source in their heads. This system is superior to laser printing in terms of speed and resolution, and the simplicity of the system ensures reliability. Other advantages include compactness and the ability to reduce resource consumption easily.

The Oki Group offers models ranging from high-end printers for high-volume business printing and professional graphics, to low-price entry-level models for the SOHO market. Another key focus has been the development of enhanced product customization and technical services through its global network. The Oki Group will continue to use the advantages of the LED system to develop and provide total printing solutions to meet diverse business needs, including products to meet the rapidly growing demand for multifunction printers.



Multifunction printer

Color Multifunction Printers (MFPs)

The Oki Group has commenced sales of color multifunction printers to the European and North American markets in May 2005. These products integrate a variety of functions including color printing, color scanning, color copying and network support, into a single unit. With its color LED printer technology, these MFPs provide high-speed, high-quality printing in compact, affordably priced units.

C9600/9800 Series

These high-speed color printers print 36 full-color pages or 40 black-and-white pages per minute. They are the first printers of their type in the world to provide 32 levels of halftones per dot. Their speed makes them the ideal corporate print-on-demand solutions.



C9800

New Printer Business Brand - "OKI Printing Solutions"

The Oki Group supplies color printers and dot printers in over 120 countries and regions. The "OKI Printing Solutions" brand has been introduced to provide an even stronger impetus for the global development of its printer business.



Business Review 2005

Printer Business Strengthened in Asian Markets

Oki's policy in China calls for a stronger marketing focus on business users, and in August 2004 it launched three new color LED printers capable of high-speed printing. In Taiwan, it began to sell color LED printers in August 2004 under a sales partnership with Printec International Corp., a major Taiwanese IT equipment vendor. In January 2005, Oki Data Corp. responded to expanding demand in



C5200n

C9150dn

C3100

Japan by launching the OKI C Series, a new range of color printers specified for business users.

Eco-Program Coverage Now Worldwide

Used consumables from Oki color printers are collected free of charge for recycling under the "Eco-Program," which has now been extended worldwide. Consumables recovery has been provided by the U.S. sales company Oki Data Americas, Inc. since December 2003, and Oki Europe Ltd. commenced activities in November 2004, aiming to increase its recovery to 70% of annual sales of cartridges by the year ending March 2008. In addition to its existing program in Japan, Oki Data Corp. introduced a system in partnership with NetMile Inc. in March 2005. Under this system, customers who send in used consumables receive points that can be redeemed for NetMile privileges.