

OKI®



A Passion for Education

World-class Printing Technology, Solutions, Service and Support

OKI® and Education

OKI is the printer company that best understands your needs, and provides comprehensive, strategic solutions for the classroom, school and district. Our solutions combine hardware and software to meet the very specific requirements of the education market, helping to improve the learning experience, optimize processes, and reduce and control costs.

- The products in our award-winning portfolio—color and black & white printers and MFPs (multifunction products)—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 educators and schools. Most of our products have built-in capabilities that apply perfectly to the education environment.
- OKI offers cost-reducing incentives to public sector customers, and we have helped pioneer the “big picture” approach to savings: managed print services. OKI Total Managed Print™ can uncover areas for cost reduction and help you maintain your printer fleet.
- Our proactive approach to world-class customer service and customized support programs enables us to anticipate your changing demands, and ensures that your printing operations will run smoothly.

You can always expect more from OKI.

A short primer on OKI® printing technologies

LED printing versus Laser printing

Fundamental to any digital printer is its light source, provided by light-emitting diodes (LED) or laser. Either can be used with electrophotographic printing technology:

LED printheads use a single, pixel-size, modulating light source to recreate images. This beam emanates from a stationary array containing thousands of LEDs. Light from each diode passes through a focusing lens onto an image drum that serves as a photoreceptor. Toner is attracted to this latent image and transferred to the paper. (Fig. 1)

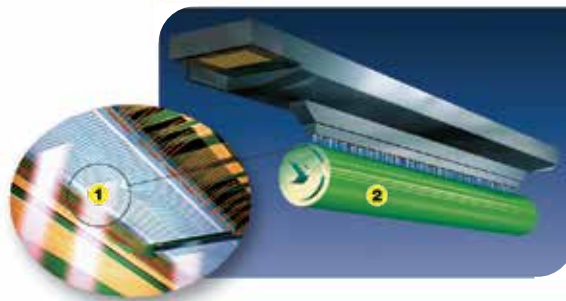


Fig. 1: Digital LED Printing

1. Single light source
2. Write to drum

Laser printheads also use a single light source. However, this beam is aimed at a revolving mirror that reflects it through a series of focusing lenses and off a mirror to an image drum. Toner is attracted to this latent image and transferred to the paper. This multi-step process produces results similar to digital LED printing. (Fig. 2)

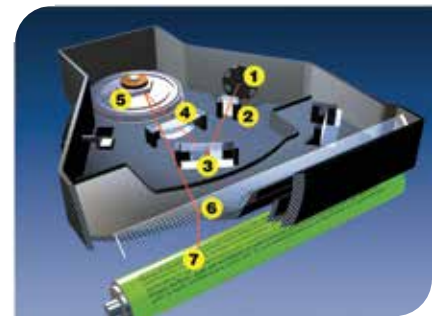


Fig. 2: Laser Printing

1. Single light source
2. Focus laser beam
3. Reflect laser beam
4. Refract laser beam
5. Rotating polygon mirror
6. Synchronize start line
7. Write to drum

OKI toner-based printers employ both digital LED and laser technology

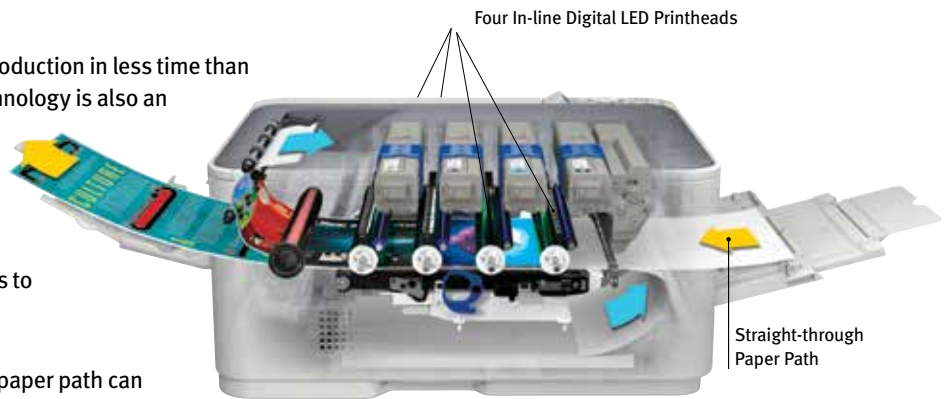
Single Pass Color™ Digital Technology

OKI® Digital LED color printers are designed to print a 4-color process in a single pass through the print engine. The paper media follows a streamlined path, moving beneath four in-line OKI printheads—one each for cyan, magenta, yellow and black (CMYK)—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.

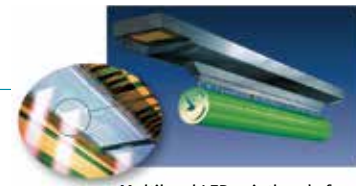


HD Color Printing Technology

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

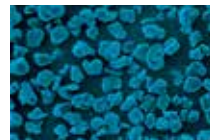
Single-pass flat paper path – The straight-through flat paper path can handle heavy card stock or long banners—up to 52" (1.3 m) in length—providing media flexibility and ensuring machine reliability.

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



Color MFPs

Color Printers

Mono MFPs

Mono Printers

Dot Matrix Printers

Label Printers

POS Printers

Color in the Classroom

Bring learning to life through the use of OKI digital color printers and MFPs. Produce colorful K-12 educational materials that can have measurable advantages for your students.

As independent research shows:

- Color documents increase learning and retention by 78%¹—a vital difference in making the most of limited classroom and homework time
- Color reduces errors by up to 80%¹—it focuses student attention where it should be
- Color helps students locate information 70% faster¹—color highlights points on a map or chart, or key details in a lesson
- Color increases comprehension by 73%¹—this enables teachers to deliver lessons their students will understand more quickly and more deeply

OKI color printers and MFPs feature HD Color Printing technology for unmatched output, enabling teachers to create vibrant material for K-12 students, and administrators.



School Communications Pack

To demonstrate the impact that color printing can have in the classroom—and the entire school—OKI has created the unique and simple-to-use School Communications Pack.² This DVD is filled with professionally designed material and customizable templates for use with our HD Color printers and MFPs.

- Instructional content will engage students on popular school subjects, including banner-size—up to 52-inch—representations of the Periodic Table of Elements, The Life of Martin Luther King, Jr., and The Human Body. Educators can print these stunning PDF files right from their PC or Mac®.
- In addition to materials for the classroom, the School Communications Pack contains customizable, event-specific templates for occasions that include fall concerts, talent shows, science fairs, and Back to School nights. These colorful files can be easily personalized using Microsoft® PowerPoint®.

¹ Study by Ellen Hoadley, Ph.D., Laurette Simmons, Ph.D., and Faith Gilroy, Ph.D. of Loyola College

² School Communications Pack DVD is only available with an OKI color printer or MFP evaluation unit. Includes a free copy of the DVD plus 25 sheets of OKI® brand banner paper. To order a no-obligation evaluation unit, visit www.okidata.com and click on Special Offers.

Color Outside the Classroom

On-Demand Digital Transfer System

Turn your school's fundraising efforts and incremental store sales into profits. This turnkey solution from OKI® and industry-leading manufacturer TheMagicTouch® is a cost-efficient alternative to outsourcing customized memorabilia and "school pride" items. It's perfect for short-run printing on virtually any substrate—fabrics, cardboard, plastics, ceramics, glass or metal. The transfer process is fast, safe and simple, with no special training required. Products can be printed in a matter of seconds.

Use the system for T-shirts, sweatshirts and mugs; for specialty items like clocks, key chains and tote bags; and to produce colorful awards plaques, ID cards, display placards, and site signage. It comes with everything you need:

- A reliable OKI digital printer with HD Color technology
- A variety of image transfer papers
- An easy-to-use professional heat press
- Blank product samples for practice and to demonstrate the possibilities
- Comprehensive customer service and support

The transfer process is fast, safe and simple, with no special training required. Products can be printed in a matter of seconds.

To learn more about this solution, visit www.themagictouchusa.com



Controlling Costs

OKI understands the delicate balance of providing an excellent education within a limited budget. Our digital color and black & white printers and MFPs were designed with schools in mind.

- Educators can create high-impact teaching tools, flyers, signs, banners and many other types of communications without the expense of outside commercial printers.
- Feature-rich OKI MFPs combine printing, copying, scanning and faxing in one device, maximizing productivity and available space.
- OKI digital printers and MFPs yield thousands of printed pages at a fraction of the cost of inkjet devices. Having performed hundreds of print fleet assessments, OKI has identified an

average potential print savings of 25% in the education segment alone.

- Affordable OKI black & white printers and MFPs extend budgets even further, providing feature sets that increase efficiencies as well as productivity, and keeping ownership costs extremely low.

As school and district administrators have come to realize, unlimited access to color printers in schools can be a costly problem. OKI has solutions that let schools monitor and control color printing and copying.

Print Job Accounting Software

OKI can actually make color printing cost-effective. Our Print Job Accounting software allows administrators, teachers and/or computer lab technicians to control printer usage by determining who and what can print in color, in black & white or not at all.

- Printer access can be determined by user name, PC/server name, application, file type or URL (websites), according to the policy you establish.
- Once configured (i.e., policy set on the device), the software determines how—or if—incoming jobs will print.

- Policies are password-protected for added security, and can be changed in real time for special projects and classroom assignments.

Print Job Accounting also enables 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 to determine the effectiveness of your existing policies or to develop new ones.

Print in Color

Important documents (e.g., reports, contracts, presentations and signage)

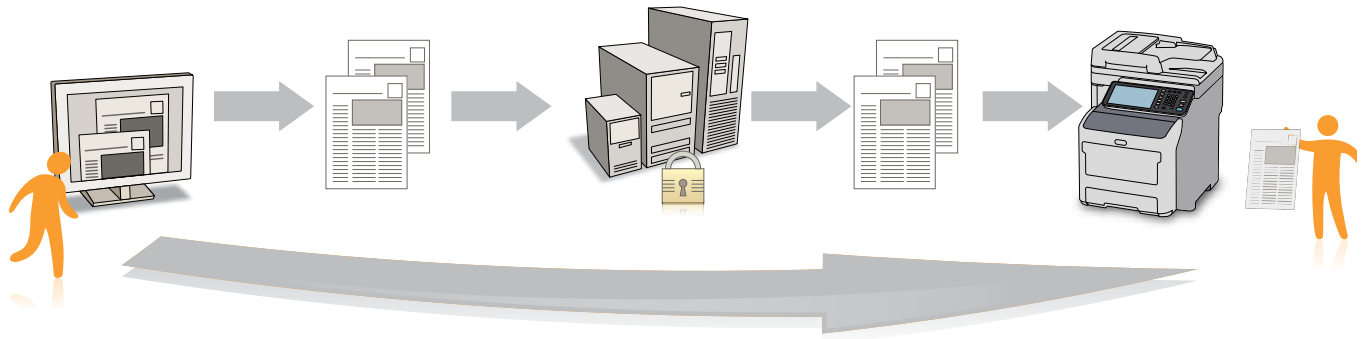
Print in B & W

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

Does Not Print at All

Personal documents (e.g., unsanctioned URL pages, personal photos, personal e-mail)





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, educators and administrators 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 school-wide or

by department. Like Color Access Policy Manager, 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 school.

Print Accounting and Management Solutions Available from OKI®	PaperCut MF	Ringdale FollowMe
• Creates an efficient and secure printing environment	✓	✓
• Gives the school the ability to account for all activity	✓	✓
• Optimizes and streamlines the printing environment	✓	✓
• Works with all 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	✓	

Total Managed Print™

If the public sector is anything like the private sector, an outsized portion of operating budgets is devoted to document printing. The cost to print hundreds of thousands of pages—to maintain a printer-copier fleet that’s aging, too large or simply inefficient—to update printing infrastructure in a time of rampant budget cuts can be daunting.

Total Managed Print™ (TMP), the managed print services offering from OKI, can reduce your district’s overall costs while improving efficiencies and user productivity. TMP can transform printing processes and

remove the burden of printer ownership by managing your fleet so that IT resources can focus on more critical needs. TMP provides:

- Immediate and long-term print cost reduction
- Streamlined print operations for improved productivity
- Ability to upgrade aging fleets without the capital expenditures associated with equipment purchases
- Predictable expense reporting for improved budget management
- Improved printer service levels to minimize printer downtime and user interventions

Establishing a Total Managed Print model for your school district is a smart print strategy. It’s more than outsourcing the management of your print fleet or the hardware you choose—it’s a long-term strategy that drives continuous improvement of your print-and-copy fleet, your printing processes, workflow and operations.



To learn more about OKI cost-cutting solutions, visit www.okidata.com and click on **Education** under **Industry Solutions**. For a no-obligation TMP assessment, go to www.okidata.com/MPS.

Boosting Efficiency

The goal of OKI's drive towards greater efficiency in the school is to give educators more time to spend on student-focused tasks and administrators more time to tend to the business of education. Total Managed Print™ (see page 7) is a long-term strategy that frees up IT resources and ensures that there's no running around looking for working devices or replacement consumables. For day-to-day efficiencies, OKI offers several solutions.



Remark features a variety of reporting options as well as the ability to edit tests

Remark® Test Grading Solution

Now instructors can print the exact number of bubble sheet tests they need on demand, grade the tests instantaneously, print reports in minutes, even scan documents to specific classroom folders—with the Remark Test Grading Solution. No more costly preprinted forms to inventory. No waiting for results or manually preparing reports.

Available from OKI, this solution provides more time to review results, assess students' understanding of the material, and concentrate on the teaching process.

A powerful and versatile tool

The Remark Test Grading Solution uses a powerful software suite that is compatible with all OKI multifunction devices (MFPs). A wizard-like interface makes it easy for users to navigate through the test-grading process.

With a variety of licensing options, the Remark Test Grading Solution is available for download to one or more Windows®-based PCs, simplifying school processes.

OKI color and mono MFPs provide users with fast, professional and reliable printing, copying, scanning and faxing of all types of general office and classroom documents—not only bubble sheet tests.

Handles all major tasks—saving instructors time and headaches

- Prints a variety of standard test answer sheets; no need to create originals or pay for expensive pre-printed bubble sheets
- Merges student, instructor, class and test information onto printed answer sheets for easy identification and tracking
- Grades tests and produces grade reports including Item Analysis, Test Statistics, Student Response Report, Test Item Statistics, Student Grade, and Student Test Reports
- Robust reporting, including class reports, student reports, and item analysis reports
- Includes subjective marking points for essays and write-in questions
- Reads images scanned from any OKI multifunction device
- On-screen “exception cleaning” for blank or multiple responses
- Imports class rosters
- Tracks who has and has not taken a test
- Provides scores on specific learning objectives in addition to the overall test
- Easily export raw data and grades in several formats (CSV, Excel®, Access®, Oracle®, SQL Server® and more) for import into applications such as Gradebooks, Student and Learning Management systems



PrintSuperVision®

PrintSuperVision (PSV) from OKI is the way for school districts—large and small—to proactively monitor and manage their document imaging devices. It supports OKI and non-OKI network-compatible devices. Its easy-to-use interface is accessible from any network-connected device capable of running a browser.

PSV Enterprise Edition is designed for larger school districts, enabling help desks and IT staff to more productively manage fleets of several thousand print-and-copy devices.

- Users can import images of floor plans or geographical maps and pinpoint the location of any device through a “Map” view—complete with interactive icons displaying device status.
- The “Supplies Usage” report predicts when consumables need to be replaced and, with just a few clicks, enables supplies to be ordered via the web.

PSV Professional Edition is perfect for smaller districts, with fewer assets.

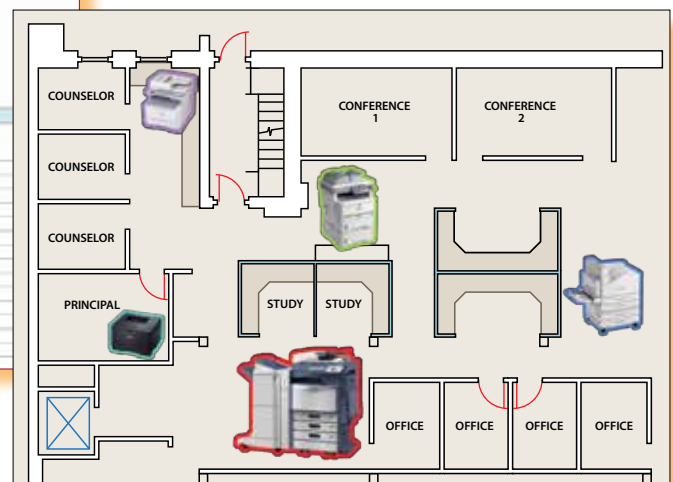
- Like the more robust version, this PSV edition monitors the health of networked devices, sends e-mail alerts, reports supply status and consumable levels, tracks printed pages, and even lets you order supplies online—all with just a few mouse clicks.
- A single-user option can be installed on compatible Windows® desktops or laptops, and check supply levels, generate usage reports and speed the online ordering process.

Both PrintSuperVision editions are easy to use and accommodate the way you work. Their Microsoft®-based design provides familiar browser navigation and the flexibility to customize the user interface to the users’ preferences.

The screenshot displays the PrintSuperVision web interface. At the top, there is a navigation menu with links for PRINTERS, SERVICES, REPORTS, TOOLS, OPTIONS, and HELP. Below this is a search bar and a user login section for 'Administrator'. The main content area is divided into several sections:

- Printer Status:** A table showing tray configurations for a printer. The table has columns for Tray, Paper Size, Media Type, Media Weight, and Capacity.
- Supplies:** A section with a table showing the percentage of remaining supplies for various components like Cyan Toner, Magenta Toner, Yellow Toner, Cyan Drum, Magenta Drum, and Back Drum. Each row includes a color-coded bar representing the remaining level.
- Device Details:** A detailed view of a specific printer, including its name (CX3504 MFP), IP address, location, and contact information. It also shows operational status like 'Ready to Print' and 'Ready to Print'.
- Printer Image:** A small image of the printer hardware.

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.



Keep your device locations in plain sight. To make finding and identifying devices easy, PrintSuperVision allows you to import floor plans, site maps or geographic maps, and place interactive icons where your devices are actually located.

Boosting Efficiency, cont.



MotionPrint™ Mobile Printing

Think how much more productive you can be: If you're a student or educator, you can print documents quickly and easily—even when you're out of the classroom or tech lab. And if you're an administrator, you can print emails or send important documents as email attachments when out of the office. That's MotionPrint™ by OKI®.

MotionPrint brings together the latest mobile printing apps and print server devices, including those with cloud printing functionality, to help you reduce hardware, software and maintenance costs. You get support for the most popular mobile operating systems, and the ability to print to most PCL®/PostScript®-enabled OKI printing devices.



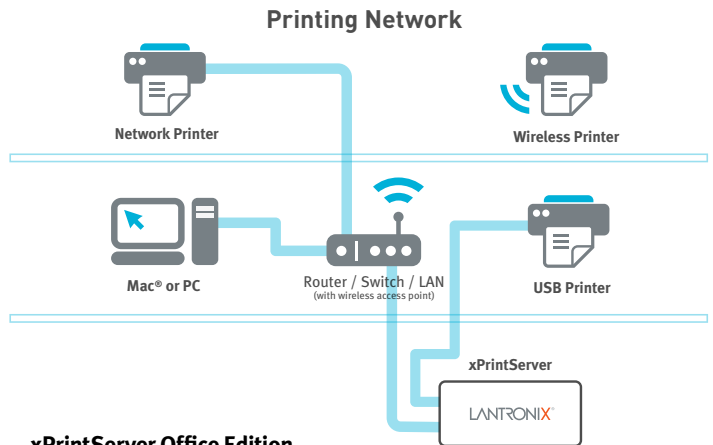
Selecting an OKI-compatible app

OKI has reviewed several mobile printing applications to ensure compatibility with our printers and MFP products. We also evaluated them for functionality and print quality.

Each of the apps in the chart below can print Microsoft® Office documents, PDFs and images. You simply need to select the app that's compatible to both your mobile device and method of network access.

	Mobile Device			Document Types			Print Method		
	iOS	Black Berry	Android	PDF	Image	Office	Direct	PC/Server	Cloud
Cortado Workplace	✓	✓	✓	✓	✓	✓	✗	✗	✓
PrintJinni	✓	✓	✓	✓	✓	✓	✗	✗	✓
ePrint by MicroTech	✓	✗	✓	✓	✓	✓	✓	✗	✗
PrintCentral Pro	✓	✗	✗	✓	✓	✓	✗	✓	✗
Google Cloud Print	✓	✓	✓	✓	✓	✓	✗	✓	✓

OKI supports printing from Apple® iOS devices with AirPrint™ via a select number of devices. Please visit www.okidata.com for a complete list.



xPrintServer Office Edition

As small as an iPhone, this device enables wireless printing to virtually any printer attached to a network. No additional software, no additional applications to purchase and download, and no configuration or training is necessary. Simply connect the xPrintServer to your network, turn it on and you're printing. The pocket-sized xPrintServer will "see" your available network printers and enable your iOS device to print directly to any one of them—which makes mobile printing a snap:

- xPrintServer enables printing for iOS devices using their native print menu, eliminating the need to print through apps, install software, or email yourself documents for printing
- Supports up to 8 USB printers,¹ unlimited iOS devices, and multiple network printers²
- 10/100 Ethernet port and USB Port (firmware and printer drivers are loaded via the USB port)
- IT departments can control which printers are available for print
- Backward and forward compatibility: xPrintServer works with existing OKI printers; new print models can be easily added

To learn more about OKI MotionPrint and the Lantronix xPrintServer Office Edition, e-mail Keith.Fenton@okidata.com

¹ USB hub required.

² Up to 10 printers recommended for optimal performance.

Document Security

Every day, school employees print and copy your most important and sensitive information. In most cases, security barriers, such as server firewalls, protect this information—until it reaches the printing process, where anyone can walk away with a document. OKI offers several security-enhancing solutions built into or available with their products.



Secure Print

Documents to be printed are stored on the printer/MFP's hard disk drive. When a 4-digit, user-defined password is entered on the printer's front panel, the document prints. The document is not retained on the hard drive after it is printed or even accessed.

Password-protected documents cannot be retrieved from any computer, including the originating computer. Authorized users must be physically at the printer to initiate printing of the document. Only originator prints/picks up the target document.

OKI® Job Accounting Software

This administrator-controlled application registers each print job and provides accurate accounting of all printer access. A pop-up prompt requires PIN identification before a print job is sent to the printer/MFP.

All document activity for networked printers and MFPs can be tracked, and time-stamped records accessed by network administrators as often as required (also quite an efficiency booster). The PIN identification process ensures that only specific users can print and that specific jobs are tied to these users.

Service and Support



We at OKI would like you to think of us as your partner, not just a vendor. 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. We back that up with live, North America-based technical assistance, available toll-free, 24/7/365¹.

With OKI Certified field technicians, you get quality printer repair and maintenance services on all OKI-brand printers and MFPs. And OKI Total Managed Print™ handles all aspects of your printers'/MFPs' lifecycles, including hardware, supplies, service, toner, parts and software.

¹ Available in the U.S. and Canada only.

To learn more about OKI products, solutions, service and support, visit www.okidata.com

OKI and the Environment



OKI's green leaf symbol is a reminder of the company's global dedication to environmental issues. Meeting the ever-changing requirements of the public sector requires innovative technology. At OKI, this goes hand-in-hand with environmental awareness. We take a holistic approach to green issues when new products are developed: the environmental considerations are automatically integrated into the design, engineering and post-sales care of the product and its consumables.

Among the eco-friendly features that can be found in many OKI products:

Feature	Benefit to the Environment
LED Technology	Long printhead life with high energy efficiency
ENERGY STAR® Compliance	Superior energy efficiency (U.S. EPA)
Duplex (2-sided) Printing	Savings in energy and resources
Automatic ECO Mode	Lowers power consumption; saves energy
Deep Sleep Mode	Lowers power consumption to as little as ≤1W
Toner Save Mode	Reduced consumables use and waste
Individual Color Toner Cartridges	Maximizes image drum life
1-Piece Image Drum	Reduced use of disposable material
Accountability Software	Reduction in unnecessary printing

For more information about OKI's passion for education, please contact Mike Garofola at 856-222-7083 or mike.garofola@okidata.com.

Or visit www.okidata.com

Specifications are subject to change without notice.

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