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## **Oki Data Americas Introduces Smart Forms Solution to Help Companies Automate Mission-Critical Forms**

*Smart Forms is an open and easy-to-use printer-software solution that saves money, streamlines processes and improves image through more professional-looking business forms*

**Mount Laurel, N.J. (August 16, 2006)** – Oki Data Americas, which markets its products under the OKI® Printing Solutions brand, today introduced Smart Forms, an electronic forms solution that streamlines the process of creating, manipulating, printing and storing business forms. The solution features an easy-to-use interface that makes creation of forms and templates simple, eliminating the need for detailed programming. With no change to their host system, companies can print documents where they need them with the capability to add targeted marketing or sales messages.

“Businesses are recognizing the cost- and time-saving benefits of electronically managing business-critical forms,” said Terry Cruikshank, Industry Marketing Consultant - Retail at Oki Data Americas. “Smart Forms is a ‘one stop shop’ solution for companies that rely on business forms and can benefit from increased operational efficiency. It combines the fast B6300 Series digital black-and-white printers with the flexible, open platform of [PlanetPress Suite](#) from [Objectif Lune](#) to provide an easier, faster way to handle paper-intensive processes while providing professional, personalized business forms on-demand.”

Forms are critical to businesses, representing about 83 percent of all business documents; however, 15 to 33 percent of them are thrown away due to processing errors or because they are out of date<sup>1</sup>, and 90 percent of all the time spent dealing with them involves merely handling or shuffling them as opposed to actually working with them<sup>2</sup>.

Smart Forms from OKI Printing Solutions simplifies businesses’ transition from pre-printed forms - including billing statements, multi-part forms, barcodes, labels, green bar reports, financial documents and business promotion applications - to individually-designed and -printed forms. It is a cross-industry solution that allows companies to create, store and send forms electronically, thereby streamlining everyday business processes and increasing information accessibility during the customer interface. By enabling businesses to print forms on-demand, Smart Forms eliminates paper waste and storage and delivers a cost advantage of up to \$.90 a form<sup>2</sup>. Forms produced by the Smart Forms solution are more professional-looking and impactful with the ability to include business branding, logos, charts and graphs.

Smart Forms provides several advantages over other electronic forms solutions:

- Open system works with any PostScript® printer, giving businesses the flexibility they are asking for to provide a smooth transition during rollout
- Businesses are trained to use the user-friendly design interface, making creating and modifying forms simple and easy unlike some of the other legacy electronic forms software tools

- Built-in distribution tool allows headquarters to send new or updated forms automatically to remote locations easily for immediate use
- Installed compact Flash memory provides storage for a virtually limitless number of forms
- Provides and supports printer- and server-based solutions to fit a broader range of customer environments, while other printer-based solutions have moved to server-only with limited printer-based support
- Automatically generates an indexed image file to seamlessly integrate with Enterprise Document Management Systems, eliminating heavy integration costs

Form design with Smart Forms is a simple 'drag and drop' process. From there, users can enter key data (i.e. headline, date, contact information, terms & conditions) in the user-friendly development interface and include company-specific messages, logos or graphics. Smart Forms will do the rest, automatically populating the right fields and producing highly professional and personalized forms. For companies that do not have the resources to do this on their own, OKI Printing Solutions offers services that will do the work for them. With the forms distribution tool, forms can be automatically sent to remote office locations, updating forms on all of the printers immediately. The filled-out and finished form can then be printed on-demand on the fast B6300 Series network printers, printing the first page in less than 9 seconds and up to 35 pages per minute<sup>3</sup>. The B6300 Smart Forms solution is also available with two-sided printing for customers that need data printed on the back of forms.

The B6300 Smart Forms solution is currently available in the U.S., Canada and Latin America through OKI Printing Solutions authorized solution providers and direct marketing resellers. It comes with a one-year on-site printer warranty, one-year license care on the software, and an industry-leading five-year warranty on the digital LED print heads. Like all OKI Printing Solutions products, the Smart Forms solution is backed by comprehensive support from authorized OKI Printing Solutions solution providers. In addition, the company provides live, toll-free technical support 24 hours a day, 7 days a week, 365 days a year, with agents based in North America.

#### **About Oki Data Americas, Inc.**

Oki Data Americas, Inc., headquartered in Mount Laurel, N.J., and a subsidiary of Oki Data Corporation of Japan, markets PC peripheral equipment under the OKI Printing Solutions brand, including digital color and monochrome printers, serial impact dot matrix printers, multifunction products and facsimiles. As business printing solutions specialists, Oki Data Americas provides world-class printing technology and real-world solutions designed to help manage workflow and optimize business performance. Oki Data Americas is ISO 9001:2000 certified and also offers a full line of options, accessories and consumables. Its entire line of products complies with the EPA's Energy Star<sup>®</sup> Program. Oki Electric Industry Co., Ltd., parent company to Oki Data Corporation, is a \$5.8 billion multinational corporation with headquarters in Tokyo and is a world leader in information processing systems, telecommunications and electronics.

#### **About Objectif Lune**

Objectif Lune first started in the variable data printing industry in 1993 by creating custom turnkey solutions for transactional variable data printing. [PlanetPress Suite](#), now fifth generation, is a modular approach for creating, printing and managing the distribution of transactional variable content documents and business forms to local and remote printers, email, archive and fax. After achieving impressive success within a relatively small region, the company has quickly become a leader in its field and has gradually increased its worldwide presence by opening branches or signing distribution agreements in several regions of the world such as the United States, Latin America, Germany, the United Kingdom, Benelux, Japan, Australia and France. Objectif Lune expanded its variable data print offerings by purchasing Atlas Software B.V., maker of PrintShop Mail, and Techno Design, maker of Personalizer X and IPM.

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<sup>1</sup> Source: CAP Ventures

<sup>2</sup> Source: PriceWaterhouseCoppers (PWC)

<sup>3</sup> Published performance results based on laboratory testing. Individual results may vary.