

OKI Case Study

Industry: Graphic Arts

Solution: OKI C9650

Location: Austria



OKI provides DIGIHOUSE with the optimal in-house solution

DIGIHOUSE
SMART ADVERTISING

The Challenge

As DIGIHOUSE produces all of its work in-house, from first drafts to final print files, the agency was looking for a new device that offered the most colour-consistent presentation print quality possible, along with an in-house proofing solution.

The top priority for DIGIHOUSE was high-quality output, which is crucial for proofing materials, such as drafts of logos and catalogue layouts. The agency also needed an adjustment of all software systems by a colour management expert, as well as versatile media handling that was compatible with a wide range of media types and sizes. DIGIHOUSE was seeking a device that not only offered quality, agility and versatility, but one that could be obtained for a fair price.

About the Customer

DIGIHOUSE is a media design agency that offers a wide range of services, from basic branding and design to extensive multi-channel marketing campaigns. From their office in Vienna, the agency's diverse team of specialists works to design, produce and implement websites, online stores, mobile apps, banners and various graphics, either as standalone commissions or as part of end-to-end marketing campaigns.

C9650

COMPARED TO
HIGH END
PRODUCTION
PROOFING MACHINES



“With the OKI C9650, we are able to produce high-quality, true-colour layouts and proofs in-house without the need for any external printing centres, delivering excellent price to performance ratio.”

Christoph Aspacher, Managing Director, DIGIHOUSE



Christian Steiner, DIGIHOUSE

With support from dp3, DIGIHOUSE's solutions partner, the agency reviewed several devices, finally choosing to adopt the OKI C9650 colour printer as its solution for in-house proofing and layout printing.

The Solution

The OKI C9650 is a high performance A3 colour printer with the speed, volume and flexibility to keep up with even busy and high demand workplaces like DIGIHOUSE. The device is also very cost effective, with a price range approximately 90 per cent lower than a typical high-end production machine with similar features.

The OKI C9650 also includes OKI's proprietary colour management software components, which can easily be adjusted in order to create a validation proof – an adapted inkjet ISO standard with marginally larger tolerances than a standard proof. As a result, the colours seen on presentation printouts are equivalent to those of the final result.

The Benefits

Since adopting the OKI C9650, DIGIHOUSE has gained the ability to produce presentations with perfect colour fidelity, all in-house and at an excellent price to performance ratio. High quality printing is made possible in part by OKI's award-winning LED technology, which prints superior images with fine detail for optimal results. The device also includes integrated Graphic Pro colour management software, which allows the design team at DIGIHOUSE to download colour profiles to the device's built-in Hard Disk Drive for specific and highly accurate colour matching.

“We are a small agency whose success is attributable primarily to the quality of our work,” says Christoph Aspacher, Managing Director of DIGIHOUSE. “An important aspect of this is being able to present our clients with professional, reliable drafts from the very first draft. With the OKI C9650, we are able to produce high-quality, true-colour layouts and proofs in-house without the need for any external printing centres, delivering excellent price to performance ratio.”

The new device has provided DIGIHOUSE with outstanding media handling, being compatible with sizes from A6 to A3+ and weights from 64 to 300gsm, allowing the agency to proof all of their work in-house – from small printed materials such as business cards and booklets to larger formats and more complex media. Also, having the ability to print to A3+ size proved to be useful for printing layouts with bleed, without the need to scale-down.

The multiple high-capacity paper trays also ensure that the workflow at DIGIHOUSE continues to run smoothly, as staff don't have to reload the printer each time they need to print on a different media type.

The Future

DIGIHOUSE has benefitted not only from the quality and versatility of the OKI C9650, but also from peace of mind. The OKI C9650 comes complete with a three-year warranty with onsite and next-day servicing to minimise disruption and respond to any issues immediately.

OKI are pioneers in innovative printing technologies from digital LED to High Definition Colour. We have a portfolio of award winning products and solutions enabling businesses of all sizes and budgets to optimise print and document workflows and to achieve image focused, vibrant, quality printed communications.

www.oki.com/eu

