

**Océ N.V.**

## **Océ receives prestigious international award for Product Design**

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### **Unique prize goes to a Dutch company**

Venlo, The Netherlands, 15 March 2007 – Océ N.V., a leading international document management company, has won the International Forum Product Design Gold Award, one of the world's most important annual international awards for Product Design. The award, referred to by many as the 'Design Oscar', was presented at the CeBIT European trade fair in Germany and is reserved for products that exemplify contemporary design standards.

Launched in December 2006, the Océ TDS700 printing system from Océ Technical Documentation Systems, was selected for its innovative design, its usability and its commitment to a healthy environment, demonstrated by the lowest dust, ozone, heat and sound emissions in its class. This year's International Forum (or iF) Product Design Awards attracted no less than 2,293 entries from 35 countries, competing in 12 categories.

### **Fifth-ever Dutch winner**

In the 53 years the iF has been making this award, only four other Dutch companies have received it. So Océ is only the fifth Dutch award winner ever, following in the footsteps of Vialis Transportation, Royal Philips (2x), Royal Mosa and VanBerlo Studios. And it's the first time ever a wide format printing system has received the gold award. 'The iF Product Design Award 2007 for the Océ TDS700 printer is a recognition of our outstanding design capabilities. It is a clear message to our customers that Océ brings them reliable, flexible and environmentally friendly printers that provide better and faster management of technical documents,' states Tom Egelund, Executive Vice President of the Strategic Business Unit Océ Wide Format Printing Systems.

### **Océ Design Concept**

User-friendliness and reliability are the main principles of Océ Industrial Design. Océ products are designed to deliver high productivity and offer innovative solutions based on customer demands. Together shape, usability and reliability form a concept incorporated in all Océ designs.

### **Leader in technical documentation systems**

For over 80 years Océ has been a worldwide market leader in black-and-white technical documentation systems, due to constant innovation and smart design. The TDS market anticipates a rapid development of electronic communication and archiving and a switch to decentralised printing, closer to the user. Océ aims to build further on its leading position in Europe and the United States, to continue its expansion in Japan and to invest in constructing a strong position in various emerging markets, such as China.

### **Océ N.V.**

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Océ investor information on Internet: <http://www.investor.oce.com>





# Océ | Press release

## **Océ N.V.**

### **About Océ**

Océ is one of the world's leading document management companies. In advanced research centres and high-tech production facilities the company develops products and services for the efficient and effective exchange of information, including the reproduction, presentation, distribution and management of documents.

The products and services offered by Océ are characterised by their acknowledged high quality, based on reliability, productivity, durability, ease of use and environmental friendliness. Océ's products and services are primarily offered direct via the company's own sales and service organisations; a limited number are also distributed via third parties.

Océ focuses on professional user environments, particularly those processing high document volumes. The company has around 24,000 employees worldwide and in 2006 Océ achieved revenues of € 3.1 billion. For more information on Océ, visit [www.oce.com](http://www.oce.com)

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### Forward-looking statements

This release contains certain *forward-looking statements* within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements refer to future events and may be expressed in a variety of ways, including the use of future or present tense language such as 'expects', 'projects', 'anticipates', 'intends' or other similar words.

Océ has based these forward-looking statements on its current expectations and projections about future events. Océ's expectations and projections may change and Océ's actual results, performance or achievements could be significantly different from the results expressed in or implied by these forward-looking statements based on various important factors, risks and uncertainties which are neither manageable nor foreseeable by Océ (and some of which are beyond Océ's control).

When considering these forward-looking statements, one should keep in mind these risks, uncertainties and other cautionary statements made in this report or in Océ's other annual or periodic filings made with the United States Securities and Exchange Commission.

These factors, risks and uncertainties include, but are not limited to changes in economic and business conditions, customer demand in competitive markets, the successful introduction of new products and services into markets, developments in technology, adequate pricing of products and services, competitive pricing pressures within Océ's markets, the financing of Océ's business activities, efficient and cost-effective operations, changes in foreign currency exchange rates, fluctuations in interest rates, political uncertainties, changes in governmental regulations and laws, tax rates, successful acquisitions, joint ventures and disposals and the effects of recent or further terrorist attacks and the war on terrorism.

For a more detailed discussion of the factors, risks and uncertainties that may affect Océ's actual results, performance or achievements, reference is made to the annual report for 2006 (part 1 and 2), Océ's Annual Report on Form 20-F and any other filings made by Océ with the United States Securities and Exchange Commission.

Océ's forward-looking statements speak only as of the date on which the statements are made, and Océ is under no obligation to update or revise publicly any forward-looking statement, whether as a result of new information, future events or otherwise.

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