

## Océ leads consortium of 23 hightech companies in industrial printing

### PrintValley ushers in new phase of digital printing technology

**Venlo, The Netherlands, 14 September 2009** — Océ, an international leader in digital document management and delivery, today welcomed the Dutch Minister of Economic Affairs, Maria van der Hoeven, to corporate headquarters. During a whistle-stop tour, Van der Hoeven was updated on company strategy and the partnership with relevant industry players and knowledge institutes focused on the hightech sector. The Ministry subsidizes a number of these strategic development projects.

#### 100 million euro for the hightech sector

Some 40 companies in the hightech sector, including 22 medium-sized to small companies and 11 knowledge institutes, have been granted a subsidy of 100 million euro within the High Tech Top Project Allocation for five strategic activities related to research and development (R&D). Announced on Wednesday of last week, these projects enable companies to retain their innovative culture and knowledgeable talent. The projects focus on research in areas where The Netherlands already holds a distinctive international position. *PrintValley* is one of those earmarked for subsidy.

#### “Further strengthen pre-eminent international position”

“We strive to support the hightech industry through the arrangement for knowledge specialists and our commitment to the High Tech Top Project Allocation,” said Van der Hoeven. “Companies must continue to invest in their future through strategic R&D projects, despite the crisis. It is of the utmost importance that they can claim a healthy market position with new products and services when the economy starts to recover. I would like to see the powerful position that we hold further strengthened, so that we are well positioned to capitalize on the opportunities that lie ahead.” Océ will receive a total amount of 14 million euro for the knowledge specialists arrangement and the High Tech Top Project Allocation.

#### PrintValley brings 23 companies together

Océ has taken the initiative to bring together a consortium of 23 knowledge institutes, universities, medium-sized and small companies as well as multinationals to work on advanced digital printing applications. Océ will reinforce the development of new printing platforms based on advanced inkjet technology within these joint R&D projects. Companies cooperating in *PrintValley* are developing and evaluating the printing of monitors, solar cells, packaging and security tags. Approximately 180 researchers are working within *PrintValley*, including 80 Océ staff. A subsidy of over 18 million euro has been allocated to the *PrintValley* consortium.

#### “A step in the right direction”

“The arrangement for knowledge specialists and the subsidy for the hightech sector is a healthy step in the right direction,” said Rokus van Iperen, chairman of the Board of Executive Directors of Océ. “We avoid slowing the pace in turbulent economic

conditions and are able to focus on innovative digital printing technologies capable of reaching relevant mass markets. The partnership between these hightech companies, universities and knowledge institutes in these projects is of the utmost importance in order to find innovative solutions for end-applications and where print technology can make a telling contribution.”

## **Clustering the business community, government and knowledge institutes is the best guarantee for success**

Océ is a leading player in digital printing technologies. Alongside *PrintValley* — focused on industrial applications of digital printing — the company is working on the development of new document services in a consortium known as Document Services Valley. Océ is partnering with key players from the business community and knowledge institutes to develop new products and services on a European basis. Océ is convinced that clustering the business community, government and knowledge institutes is the best guarantee for success.

Océ has been nurturing R&D activities for some time with partners from within the business community, knowledge institutes and universities. This is increasingly resulting in strategic alliances in which open innovation is the key word in developing new technologies. This approach has been structurally embedded in the Océ R&D strategy. A good example is Océ CrystalPoint technology, being developed for new applications in the Inkjet Application Center at the High Tech Campus in Eindhoven.

## **The PrintValley consortium**

*PrintValley* is a consortium of 23 companies and knowledge institutes comprising:

Océ, Stork Prints, DSM Neoresins, Philips Apptech, NXP, Joh. Enschede, NTS, Demcon, Sioux, OTB Solar, OLED Technologies, Bruco, Mechatronic Partners, Validus Technologies, Liquavista, InnoPhysics, Beltech, CCM, Reden, Kriya Materials, TNO, TU/Delft, TU/Eindhoven.

### *Editors' note:*

Photographs of the Dutch minister's working visit to Océ will be available shortly on [www.oce.com](http://www.oce.com).

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