

**OKI**



# C650

**A GUIDE TO THE BENEFITS  
OF A SPACE SAVING  
PERFORMANCE DEVICE  
FOR YOUR ENVIRONMENT**



**BUILT TO PERFORM.  
BUILT TO CREATE.**

# IDEAL FOR ANY BUSINESS WHERE SPACE IS AT A PREMIUM

7 You can expect massive performance from the super-compact C650. As the world's smallest high-performance A4 colour printer, the C650 **with Space Saving Technology thrives where space is tight and performance is a priority.** Typically, compact printers are compromised when it comes to quality, running costs and speed. The C650 turns this on its head by providing all the best attributes you'd expect from a workgroup device in the form of an A4 desktop colour printer, including unrivalled media handling and unbeatable cost-efficiency.

It's durable enough for warehouse use and can slot neatly into an enclosed space or on a production line and is equally at home in the back office.

**Small frame requires the minimum amount of space**

**Full front access makes maintenance easy and reduces space required to service device**

**48% metal construction increases reliability and durability**



**Dimensions**

**Size:**

290 x 395 x 430mm

**Weight**

28.2kg

(including all consumables)

# HEALTHCARE

## Healthcare Needs

Busy hospital and healthcare environments with an abundance of medical equipment means space is often at a premium. Plus providing speed, reliability, professional results and, most importantly, security is essential when it comes to handling private and confidential patient data. Daily printing material includes everyday documentation to wristbands, medical test results and images, prescriptions, and educational flyers and signage for waiting rooms.

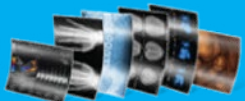
## Perfect for:

- Dentists
- GPs
- Hospitals
- Medical Centres
- Pharmacies
- Specialists

### Medical Images

210x297 mm

Provide near-diagnostic coloured medical imaging on standard paper for patient records



### Medical Labels

110x80 mm

Ensure clear labelling to help staff identify administered medications



### Personalised Wristbands

25x250 mm

Improve patient safety and peace of mind with clear and accurate barcoded wristbands



### Banners

210x1320 mm

Promote the latest health campaigns to patients and direct them to relevant departments

**DENTISTRY →**

### Marketing Materials

210x297 mm

Promote your services and quality of care to patients build a sense of trust and reliability



### Back Office Documents

210x297 mm

Operate efficiently and print all healthcare back office documents



### Patient Documents

210x297 mm

Print personalised patient documents quickly and cost effectively while protecting confidentiality



## C650 is the Solution

The C650 ticks all the boxes for hospitals and healthcare organisations. It's perfect for where space is limited, speed and reliability are essential and flexibility to print multiple applications accurately and securely. The C650 is the compact do-it-all printer that can be relied on in any healthcare environment.

Fits in small spaces

Offers speed, security and reliability

Media flexibility

# RETAIL

## Retail Needs

Retailers need to react quickly to shifting conditions such as price changes, promotional offers, new product lines and evolving market and social trends, encouraging shoppers through the door and engaging with them in-store, to help influence purchasing decisions and increase basket value.

Perfect for:

Food & Beverage

Homewares

Clothing Stores

Car Dealers

Shoe Stores

### Posters

210x297 mm

Produce in-house posters on demand



### Banners

210x1320 mm

Print large size banners for greater visual impact



### Signage

210x1320 mm

Versatile choices in media allow greater flexibility to create impactful signage in-house, when you need it



### Price Tags

210x297 mm

Easily roll out price tags quickly and affordably



### Food Labels

210x297 mm

The availability of a range of pre-cut food safe media allows safe, in-house printing



### Stickers

210x297 mm

Print vibrant colour stickers on a wide range of media to suit most applications



### POS Messaging

210x297 mm

Easily print all your point of sale messaging on the one, versatile device



## C650 is the Solution

The C650 empowers retailers to achieve this through the power of visual communications. Having the flexibility to print everything on-demand when needed, from everyday documentation to vibrant and eye-catching POS and promotional material including freestanding and hanging banners, social distancing signage, floor and window stickers and beyond. In retail both space and time is money and the C650's design and robust construction ensures it uses minimum space and is always available.

Print colour on-demand

Versatile media applications

Compact

Robust

# HOSPITALITY

## Hospitality Needs

Hotel, Restaurant and Cafe businesses have a huge appetite for creating a memorable experience driving repeat bookings and positive reviews. Printed materials play a huge part in achieving this. From personalised banners and signage up to 1.3m long to tablecloths, place cards, waterproof menus, door hangers, tent cards, vouchers, floor and window stickers, event material and more.

Perfect for:

- Bars
- Cafés
- Event Venues
- Hotels
- Restaurants

### Table Tents (with QR codes)

117x127 mm

Display recommendations, special offers & provide menu access via QR code



### Customised Bottle Neckers

88x200 mm

Give customers a personalised experience and drive product sales



### Waterproof Menus (with QR codes)

210x297 mm

Promote 'specials of the day' daily – no need to wait for your print supplier



### Window Clings

210x297 mm

Make it easy for customers to see your latest offers or opening times



### Banners

210x1320 mm

Adapt your special offers based on the latest trends and competitor activity



### Round Floor Stickers

210x210 mm

Guide your customers with floor signage



### Back Office Printing

210x297 mm

Don't forget about your printing to keep your restaurant running smoothly



## C650 is the Solution

The C650 makes fast, cost-effective in-house printing a reality for these businesses thanks to its small footprint and excellent reliability. Having the ability to print a huge range of applications on-demand, in-house, even handling last minute changes will help exceed customer expectations. The C650's Space Saving Technology makes it ideal for situating at the reception desk or in the back office of a restaurant or café.

Cost-effective in-house printing

Versatile media applications

Small footprint

Excellent reliability

# EDUCATION

## Education Needs

Colour and print flexibility is important when it comes to educational institutions. Printing quality educational materials including everyday documentation, teaching materials and test sheets, wall, floor and window stickers, membership cards, certificates, school/university brochures and flyers and so much more is needed on a daily basis.

Perfect for:

Day Care Centres

Schools

Special Education

TAFE

Tutoring

Universities

### Round Stickers

210x210 mm

Guide students with floor signage



### Banners

210x1320 mm

Guide students and visitors to the correct department



### Window Clings

210x297 mm

Quickly highlight events and essential information for students



### Awards and Certificates

210x297 mm

Provide students with quality printed awards and certificates



### Plans, Diagrams & Maps

210x297 mm

Help students from different majors undergo real life industry experience



### Flyers and Teaching Aids

210x297 mm

Engage students with a range of colourful flyer signage and teaching aids



### File & Report Labels

210x297 mm

Keep your files organised so you can find what you need when you need it



## C650 is the Solution

The C650 delivers rich and vibrant results, but that's not all. This compact device has huge potential for educational institutions meeting their application needs. It's designed to fit where space is limited and its robust construction provides excellent reliability. It's also designed for secure printing, allowing restricted access to the printer through IC card authentication, encryption and PIN entry, protecting private student data.

Rich, vibrant colour printing

Secure print technology

Robust and Reliable

Compact

# OKI

For more information on how the C650 is the best fit for your environment, contact us today.

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