



Odyssey Builds a Business Around Digital Printing.

Running a successful small business is an ongoing challenge. It takes not only the right idea and the right people, but the right equipment as well. John Roberds, president of Odyssey Digital Printing, has applied this formula often since opening his doors for business in June 1996.

Specializing in short-run, digital color printing, Odyssey works mainly with a customer's marketing or advertising department to produce all types of promotional materials, including brochures, banners, posters and signs. The company's client list is diverse, ranging from American Airlines to Tyson Foods. To meet customers' current needs and to plan for his company's future growth, Roberds made an initial

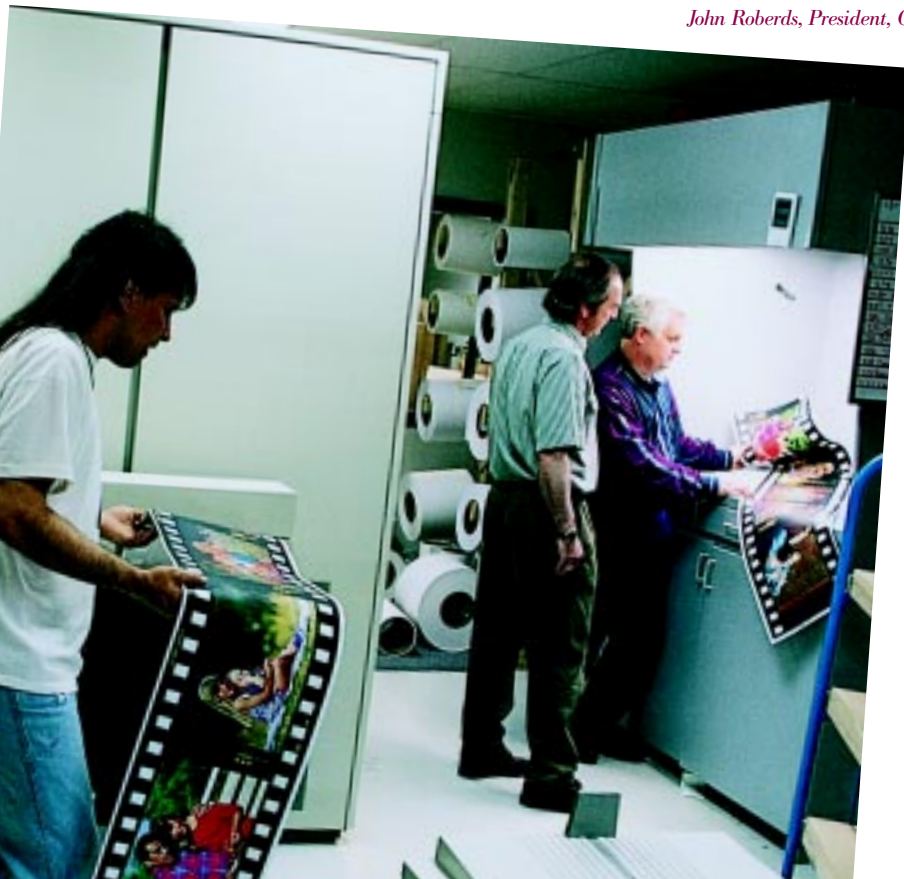
equipment investment in the IBM® InfoColor™ 70 high-speed, full-color digital printer. The InfoColor 70 enables Odyssey to print short-run, offset-quality materials in a cost-effective manner.

Going Digital

Roberds and his partner Jan Fairless chose the IBM InfoColor 70 after a comprehensive process of comparative shopping. Throughout this process, they were particularly impressed by the

“Although many of our clients are large organizations, we also do a lot of business with smaller companies who might need 300 or 400 brochures, rather than 10,000.”

John Roberds, President, Odyssey Printing



Application Offset-quality, 4/color digitally-collated printing

Software IBM InfoPrint™ Manager

Hardware IBM InfoColor 70

Services Maintenance and Support

capabilities of digital printers, and spoke with various manufacturers, including IBM, about their versions of the digital press. The prices were all competitive; however, IBM's emphasis on service and support tipped the scales in favor of the InfoColor 70. "IBM has done an excellent job," Roberds said. "IBM was instrumental in providing the resources for getting our business up and running."

According to Roberds, the most impressive aspect of the IBM InfoColor 70 is its range of features, which have allowed Odyssey to offer clients numerous options and to maintain its reputation as a rapid-response, customer-oriented print shop. "The InfoColor 70 meets our clients' needs perfectly. We focus exclusively on the digital side of printing and this press is the foundation of our business," said Roberds. The InfoColor 70 enables Odyssey to turn around approximately 90 percent of its jobs within 48 hours. "The digital process is extremely efficient," said Roberds. "We've been able to generate a fair amount of business by offering the ability to accept files straight from a customer's desktop."

With the InfoColor 70, Odyssey meets clients' need for cost-effective, short-run, offset-quality materials.

The Collator Advantage

Ask Roberds to name one of the printer's most useful features, and he will enthusiastically respond, "The collator. It's the real sleeper in this whole scenario," he said. "Other manufacturers don't have it, or they'll tell you, 'it isn't a big deal.' We think that the collator is what's going to really distinguish digital printing from conventional printing. It all comes down to the ability to change images on the fly."

"The real advantage of digital technology is being able to change the image each time you print a document. It's going to revolutionize printing, once more people fully understand its power."

John Roberds, President, Odyssey Printing

Two recent projects illustrated the collator's benefits. The projects involved using the collator to build a catalog from mainframe computer product listings and document template files. The collator accurately assembled the various pages as they printed.

High-Quality, Low-Cost Printing

A recently completed job also demonstrated the versatility and cost effectiveness of the IBM InfoColor 70. Odyssey completed a job for a manufactured housing dealer's showrooms: a series of 6 foot by 1 foot images, built together to resemble a filmstrip. "The press printed it beautifully," Roberds said. "There's virtually no other way to print images of this size. We did 26 copies of 10 different images. For what we charged to print, they couldn't have gotten the film processed, let alone the rest of it produced."

Looking toward the future, Roberds sees a digital road ahead. "The InfoColor 70 has a lot more capacity than we're utilizing," Roberds said. "We've been able to generate a tremendous number of orders, and we credit that success to the InfoColor 70. The business will tell us where our next investment will be, but with the right amount of marketing effort, there's a huge demand for what the InfoColor 70 can do. In fact, we expect to buy another one."

For more information please contact

IBM Printing Systems Company
Printer Selection Center
1-800-358-6661
www.printers.ibm.com



© International Business Machines Corporation 1997

IBM Printing Systems Company
Dept. HT7/004N
P.O. Box 1900
Boulder, CO 80301-9191

Printed in the United States of America
5-97
All Rights Reserved

Reference in this publication to IBM products or services do not imply that IBM intends to make them available outside the United States

IBM, InfoColor, and InfoPrint are trademarks of International Business Machines Corporation in the United States and/or other countries.

Other company, product, and service names may be trademarks or service marks of others.

G544-5538-00