

## EDITORIAL

Dear customers and friends,

Following a successful participation at Made in America in October 08, PSI participates to Termium 08 in its 13th edition. Two empty years separate us from the last Termium 2005.

PSI will be present with its advanced color printing solutions from OKI and will be showing passbook and line printers side to side with INFOTRIX customer management and queuing system from SEDCO in addition to a unique Turnkey cheque printing solution from Troy-USA.

In this 11th Psichedelic issue, we are proud to receive from OKI printing solutions the ME Outstanding distributor award and to proceed further with the phase 2 of our distinguished project at NDU by executing the "Train the trainers" part of the program.

Our thanks go to all PSI suppliers, manufacturers' partners and to every PSI customer and institution considered as the real stars behind our 16 years of continuous success. Once again, the phoenix reincarnates and proves to be alive; it gives me a great pleasure and honor to welcome you at Termium 2008 wishing you a very successful year end closing.

**Robert Kanaan**

## PSI RECEIVES "ME OUTSTANDING DISTRIBUTOR AWARD" FROM OKI

-For the 4<sup>th</sup> consecutive year, PSI was elected as "ME Outstanding Distributor of the year 2007", a global award for achieving, not only excellent results, but also in recognition to its continuous commitment to OKI printing solutions.

This business-driven recognition is presented to the top performing distributor in the Middle East and Gulf region including North Africa.

PSI receives this award for the 4<sup>th</sup> time since the OKI Middle East operation was established and for the second year in a row which is a precedence never achieved before.



J. Ross & R. Kanaan

## OKI DISTRIBUTOR CONFERENCE 2008



E. Ateiah, R. Kanaan & K. Fotaras

OKI Annual Conference for Central Eastern Europe and the Middle East regions was held in Istanbul-Turkey between May 27 and 28, 2008.

The conference covered topics related to FY07 results, activities, roadmaps and new products to be launched in the remainder of FY08.

Day 2 addressed next year's challenges, forecasting, communication and success stories. The closure session was marked by awards distribution, where PSI scooped, for the 2nd consecutive year its 4th prestigious award labeled "ME Outstanding Distributor Award for the Year 2007".

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## This issue is printed on OKI color printer

Once again, Psichedelic is printed using OKI C9800 GA graphic color printer. As you may notice, the output is excellent at a duplex printing speed of 37ppm for A4 size and 20ppm for A3 Size; The cost per page is too low, compared to competition; With this type of fast, high quality, and reduced cost per copy printers, OKI is leading the world into a new era of "On Demand, in house color printing". Color your business with OKI professional color solutions

## ADDRESS

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L to R: a. Obeidat & M. Hatoum

### OKI TRAINS AT NDU

As part of a previous agreement signed between NDU on one hand, PSI and OKI Printing Solutions ME on the other, a "Train the Trainers" course has been given to selective professionals at NDU, which, in return, will conduct training programs and educational activities on colour management to other professionals and faculty students. The training help establishing a new curriculum which will be added to the "Continuous Education program" at NDU.

The training is part of a complete program and complements the launch of the first "OKI Advanced Printing Center" in the region, donated by PSI and OKI printing solutions and aimed at supporting educational institutions in Lebanon.

A colour lab, equipped with OKI state of the art digital colour printer model C9650XF, will ensure hands on training on color managemnet and RIP software.

The three-day course took place between October 14 and 16 and was carried out by OKI ME technical manager Mr. Abdallah Obeidat.

### OKI WEEK

As part of their recent visit to the Levant, Nick Saito, OKI ER & ME Marketing Manager, and Eyad Ateiah, OKI Levant Sales Manager, visited Lebanon between August 12 and 17.

Saito and Ateiah attended several meetings with selected PSI customers from various sectors such as banking, university, government and corporates.

Their visit aimed at understanding better the needs of PSI customers, listening to their concerns and introducing the latest OKI products and solutions.



L to R: N. Saito & E. Ateiah



S.Salah & M. Adi. With PSI Staff

### SEDCO CEO VISITS BEIRUT

On August 11, 2008 PSI welcomed Mr. Saad Salah, CEO of Sedco, specialist in solutions and Arabic printing, accompanied by Mr. Mohamed Adi, Regional Sales Manager.

The aim of this visit was to discuss business relationship and agree upon a new strategy for the year 2008.

PSI is now marketing SEDCO solutions such as INFOTRIX intelligent queuing systems in addition to fully arabized banking and line printers, which made the success of Sedco all over the region.

In this agreement, PSI is appointed as "Preferred Business Partner" for its operation in Lebanon.

### MADE IN AMERICA 2008

The U.S Department of commerce with the support of American-Lebanese chamber of commerce organized its fourth edition labeled "Made in America 2008" which took place between October 9th and 11th, 2008 at BIEL exhibition center in Beirut.

The official opening was honored by the presence of US Ambassador to Lebanon H.E. Mrs. Simson and the U.S. Commerce Assistant Secretary and Director General of the US Commercial Service Mr. Hernandez, who visited PSI stand and expressed their appreciation and best wishes.

PSI stand featured a selection of products from OKI Data America latest color printers and IBM/Lenovo Notebooks as well as Unibind presentation and binding systems, Troy MICR printers and Primera's Bravoll the all in one CD/DVD dupli-



PSI Staff with H.E. Mrs Simson & Mr. Hernandez

catators and color printers. The event proved to be successful and attracted a wide range of interested visitors.



### THE CONTINUOUS CHALLENGE....

Making our ambition an achievement is a real challenge to keep PSI, once more, as a top performer at the OKI partnership program. The reward included a trip for two to the beautiful Malta and Rome.



R. & R. Kanaan at the "Fontana Di Trevi" - Rome

### A SUMMER TRIP



### PSI SOCIETY

Congratulations to our newly wed colleague Juliana and her husband Georges wishing them a happy and successful life. Mabrouk to Robert Hanna, Mazen Hatoum & Youssef Berbery for their new babies.



Julie & Georges



Anthony Berbery

On Saturday August 16<sup>th</sup>, a number of PSI staff accompanied with Nick Saito and Eyad Ateiah from OKI ME, fastened their seatbelts early in the morning heading towards Baalbeck.

Our journey began at "Ksara caves", where a movie guide showed the process of wine-making, after which we discovered the ancient caves then we indulged in the pleasures of wine tasting and discovering the secrets of Ksara's great vintage.

The second stop was in the temple of Baalbeck, Lebanon's great Roman treasure; we went round the temples of Jupiter, Bacchus and Venus, with its remarkable Great Court and the Hexagonal Forecourt. The lunch consisted of barbecue and Lebanese food served in an outdoor setting at the beautiful restaurant of Monte Alberto, while enjoying a breathtaking view of Zahle from above.

It was an unforgettable, enjoyable and relaxing day. Yet, we had to return back to Beirut and prepare ourselves for another working week.



Andro Hanna



Rim Hatoum

### OKI C710dtn toner color printer

**Speed, quality, reliability and elegance. Perfect for your large workgroup.**

Outstanding speed. Superior quality.  
Build to keep work flowing.  
Protects data. Prevents excess use.  
High capacity toners mean less user intervention.  
Enhanced LCD panel for ease-of-use.





## PROMOTION

TRULY VERSATILE, PROFESSIONAL MULTI FUNCTION LASER PRINTER (MFP)  
**OKI B2500 MFP**

COPIER + PRINTER + SCANNER

Compact, convenient and capable

Competitive cost. Affordable consumables

Print and copy at 16 pages per minute

Flatbed allows flexible scanning and copying

Scan in colour to add vibrancy to soft copies

Wireless printing option for easier working and improved efficiency



~~\$285<sup>HT</sup>~~

**\$177<sup>HT</sup>**

Print(16ppm,600dpi,100 MHz),  
Scan(3.9s, 600\*2400dpi, 36bit C & 256bit Gs),  
Copy(16cpm, 600dpi),  
32MB, GDI, USB20ppm mono, 1200dpi

## PROMOTION

THE FASTEST, MOST PROFESSIONAL, DESKTOP COLOUR TONER PRINTER  
**OKI C3450n printer**  
FOR FLEXIBLE BUSINESS PRINTING

Realistic colour for real impact.  
Adds the creativity. Extends the possibilities.  
Built to handle the day's demands.  
In-box help for easy in-house printing  
Keeping an eye on print use and costs



~~\$550<sup>HT</sup>~~

**\$450<sup>HT</sup>**

16ppm full colour, 20ppm mono  
network interface  
250 Sheet paper tray and multi purpose feeder  
Pro-Q print technology for near photographic reproduction  
32MB RAM,  
200 MHZ GDI for high performance Windows printing  
OKI Template Manager for simple production of banners,  
business cards, CD labels, etc.,...

## PROMOTION

THE SMALLEST A4 MULTI FUNCTION COLOUR TONER PRINTER (MFP) IN ITS CLASS  
**OKI C3520MFP**

COPIER + PRINTER + SCANNER

Fastest in class print speed. Improves productivity and enhances creativity.

Create high quality color and a better impression.

Simple ways to control your investment.

Direct network scanning. In-box help for easy in-house printing



~~\$975<sup>HT</sup>~~

**\$799<sup>HT</sup>**

Print (16ppm mono/12ppm color,ProQ2400,200 MHz),  
Scan (20ppm, 4800dpi, 48bit Input / 24bit Output),  
Copy (23s color/17s mono,16ppm mono/12ppm color, 600dpi),  
128MB, GDI, USB, Network  
OKI Template Manager for simple production of banners,  
business cards, CD labels, etc.,...

## PROMOTION

HALF THE SIZE & HALF THE PRICE  
OF ANY OTHER A3 LASER COLOUR PRINTER



**OKI C8600n**

A3 Color toner printer  
Prints from A6 to A3 documents  
26ppm colour A4 & 15ppm colour A3,  
ProQ2400, 1200 dpi class, 128MB,  
Hi-Speed USB, 10/100-TX ethernet,  
"Low cost per copy"

~~\$2560<sup>HT</sup>~~

**\$1990<sup>HT</sup>**



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**OKI**  
PRINTING SOLUTIONS