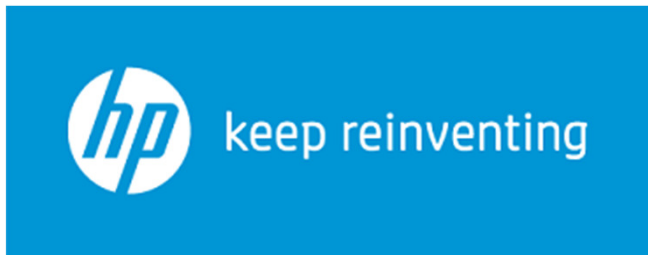


all for digital printing

Fortuna Digital HP CEE industrial partner



Fortuna Digital Grupa

▶ Misija

- ▶ Kao dobavljač opreme i materijala na polju digitalnog tiska osigurati najkvalitetnija, tehnološki najnaprednija, ekološki prihvatljiva i održiva rješenja svojim klijentima

▶ Vizija

- ▶ Zadržati poziciju na tržištu i razvojem i izvrsnošću osigurati da smo našim klijentima prvi i najpouzdaniji izbor za nove tehnologije

▶ Ciljevi

- ▶ Tržišni lider na području šire regije...



HP Innovation Driving transformation

**Gergely Hidegkuti
Large Format Industrial Sales
Central Europe**



2005



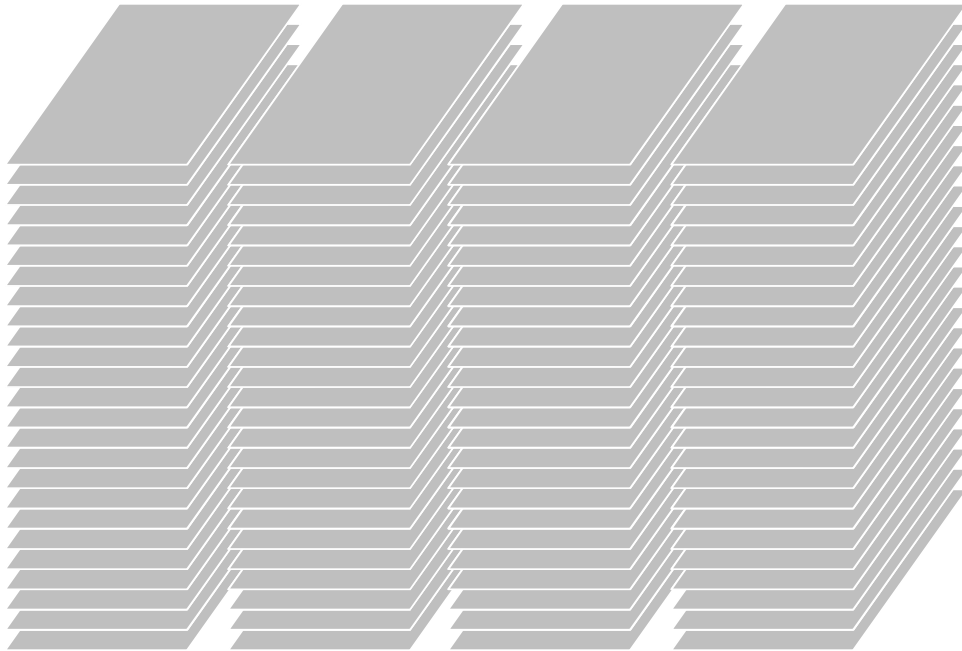
2013



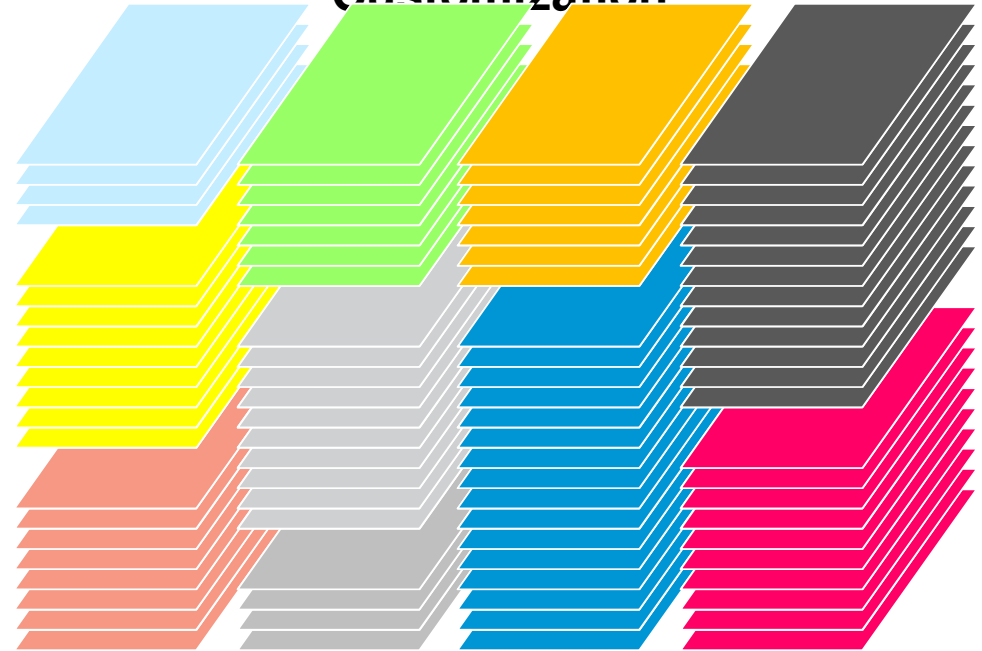
Today, people are more **connected** than ever!

Changing the conversation...

Conventional Print = Mass Production



Digital Print = Mass Customization



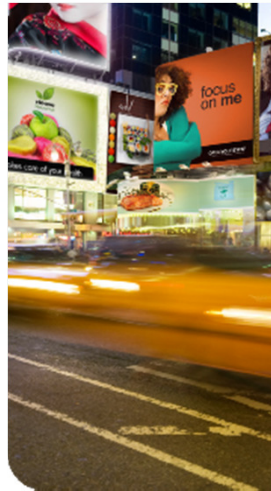
Photography



Design



Sign & Display



Direct Mail & Info Prints



Marketing Collateral



Publishing



Packaging



Transforming industries through market-leading, scalable technology

Print

- Engagement
- Interaction
- Differentiation



Across channels

Packaging



Signage POS/POP



Direct mail



Mobile



Social Media



Web



Brand owners integrate consumer experience across all possible touch points:

Virtual and **physical**



Do it differently



Do it faster



Do it smarter



Do NOT



Large Format Production portfolio

Flexible substrates Solutions



HP Latex 850 Printer



HP Latex 300 series

NEW



HP Latex 3500 Printer



HP Latex 3100 Printer

NEW

Rigid substrates Solution



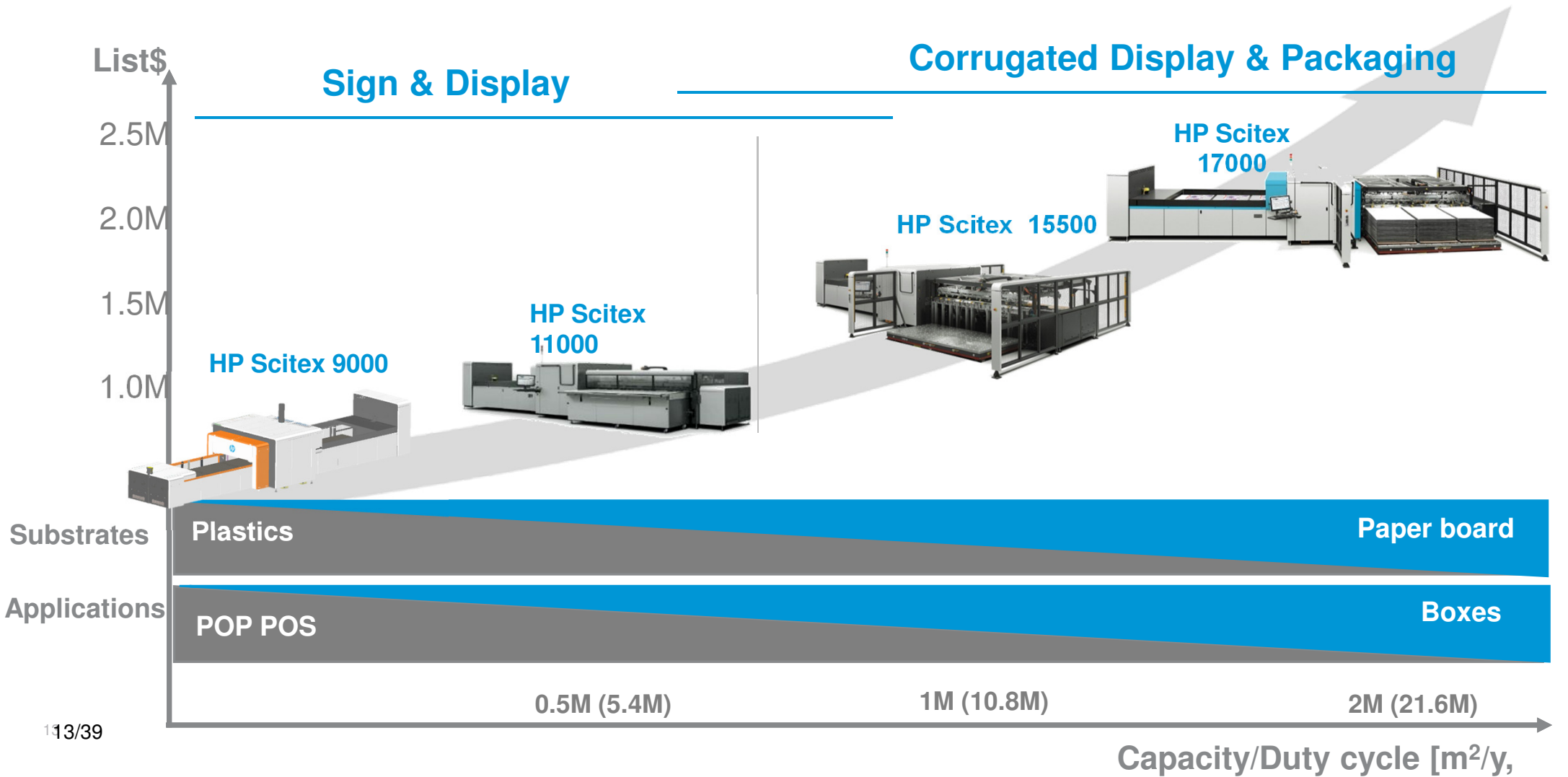
HP Scitex FB750 Printer



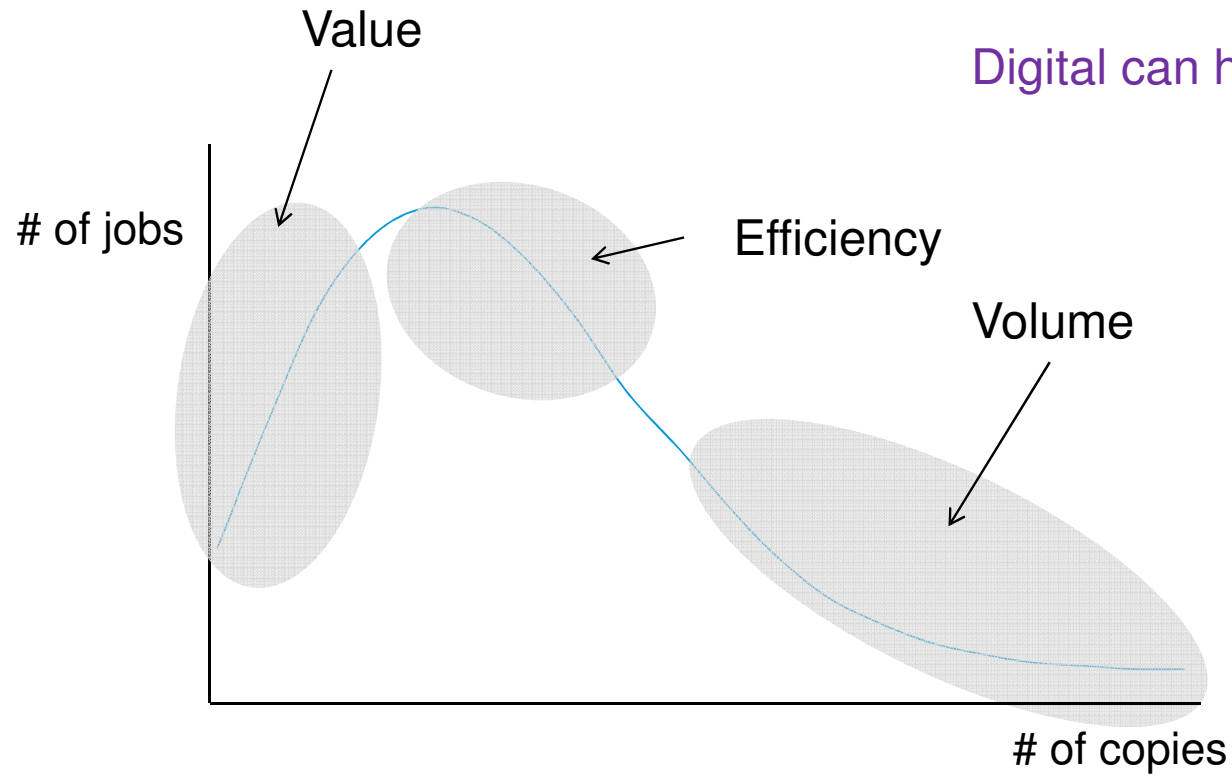
HP Scitex FB550 Printer

NEW

HP Scitex Portfolio



The unconstrained production



Digital can help you achieving this

We will focus on three areas in this chart



Thank you!



OSG HUNGARY KFT



OSG

About OSG



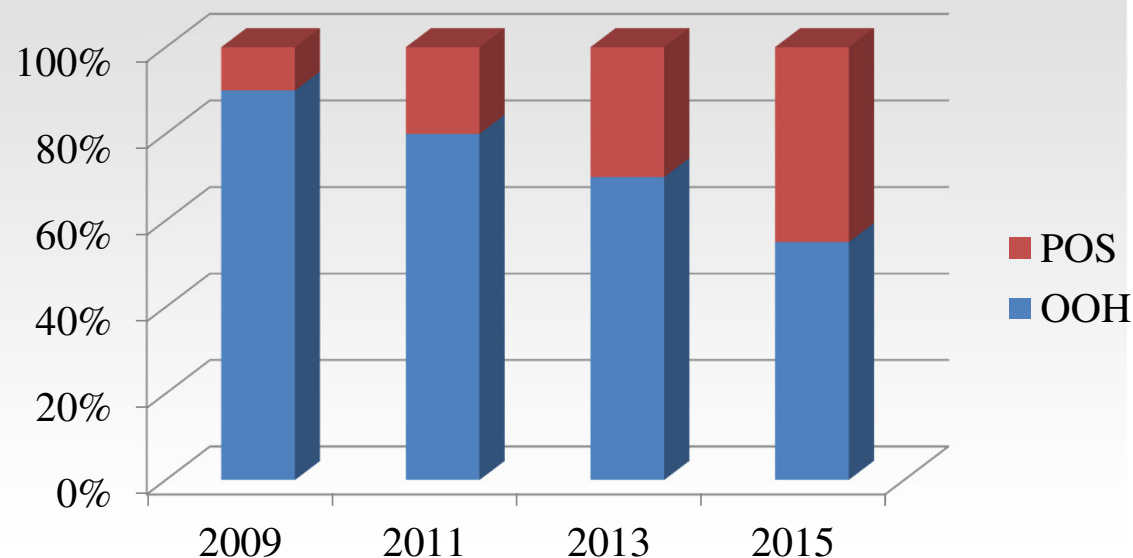
- OSG Hungary in the past nearly 2 decades has aimed at pursuing a wide range of activities in connection with **OUT OF HOME** and **POS / POP** solutions.
- The main principles of the company has always been consistent: provide services at the highest standards for our clients and help them to achieves their goals in any field of business.

About OSG



- Number of employees: 100
- Annual revenue: >5 mio €
- Production capacity includes litho / of-set and digital printing combined with post-printing technology as lamination, die-cut, plastification, welding, etc.

Annual revenue distribution



Printing machines



- Scitex Idanit
- Scitex Idanit Nuovo
- Scitex XLJet Premium 5m
- Scitex TurboJet
- Scitex TurboJet + Scitex CorJet
- Scitex VeeJet
- Roland R800 (of-set)
- HP Scitex XP5300 XP5500 →
- HP Scitex FB6100
- HP Scitex LX800 (850)
- HP Scitex FB7600

Printing machines



Every purchase is considered a **pioneer move** as each printing machine was the **very first** in its range in the country and in many cases, the first in the region.

~~Printing machines~~



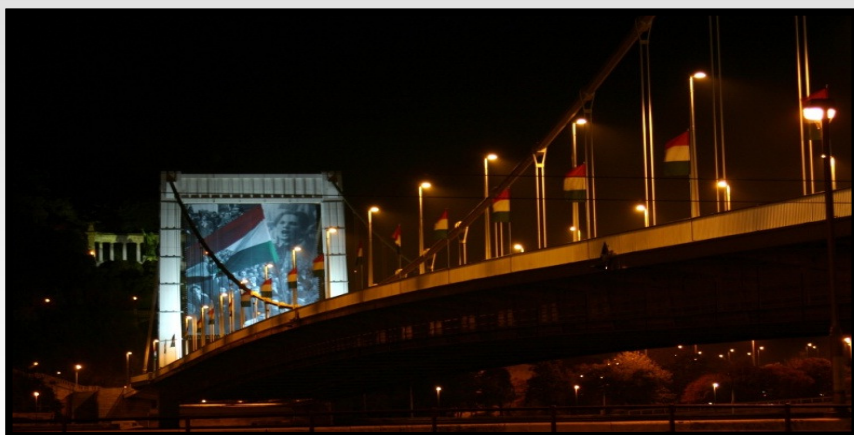
- Scitex Idanit
- Scitex Idanit Nuovo
- Scitex XLJet Premium 5m
- Scitex TurboJet
- Scitex TurboJet + Scitex CorJet
- Scitex VeeJet
- Roland R800 (of-set)
- HP Scitex XP5300 XP5500 →
- HP Scitex FB6100
- HP Scitex LX800 (850)
- HP Scitex FB7600

Machinery



- Scitex Idanit
- Scitex Idanit Nuovo
- Scitex XLJet Premium 5m → Welding machines
- Scitex TurboJet
- Scitex TurboJet + Scitex CorJet → Kongsberg XL44
- Scitex VeeJet
- Roland R800 (of-set)
- HP Scitex XP5300 XP5500 →
- HP Scitex FB6100 → Zünd G3
- HP Scitex LX800 (850)
- HP Scitex FB7600 → Kongsberg XP 44 AUTO

When you impress the world



When you impress the world



When you impress the world



...and you realise that...

the technology available is not only amazing, though opens new horizon





However it's still about the **people** and the **creative ideas**

Packaging All – in – 1



Packaging All – in – 1



<p>Compaq Presario CQ56 Notebook</p> <ul style="list-style-type: none"> • 15,6" HD LCD kijelző • Intel Atom N570 processzor • 3 GB RAM memória • 320 GB merevlemez • DVD-RW optikai meghajtó • 6022 mAh Li-ion • Bluetooth • Egyéb speciális funkciók <p>HP Design 3050 nyomtató</p> <ul style="list-style-type: none"> • Kisebbségi nyelvi támogatás • 18 mm-es D0 típusú papírtartó • 100 mm-es papírtartó • 100 mm-es papírtartó • 100 mm-es papírtartó • 100 mm-es papírtartó <p>HP Notebook táskák</p> <ul style="list-style-type: none"> • Kisebbségi nyelvi támogatás • Kisebbségi nyelvi támogatás • Kisebbségi nyelvi támogatás • Kisebbségi nyelvi támogatás • Kisebbségi nyelvi támogatás <p>HP USB 3.0 gombos egér</p> <ul style="list-style-type: none"> • Az egér az érintéssel működik • Kisebbségi nyelvi támogatás • Kisebbségi nyelvi támogatás • Kisebbségi nyelvi támogatás • Kisebbségi nyelvi támogatás 	<p>HP Notebook CSOMAG</p> <p>COMPAQ PRESARIO CQ56 NOTEBOOK</p> <p>HP DESKJET 3050 NYOMTATÓ</p> <p>HP NOTEBOOK TÁSKA</p> <p>HP OPTIKAI EGÉR</p>	<p>HP Notebook CSOMAG</p> <p>COMPAQ PRESARIO CQ56 NOTEBOOK</p> <p>HP DESKJET 3050 NYOMTATÓ</p> <p>HP NOTEBOOK TÁSKA</p> <p>HP OPTIKAI EGÉR</p>	<p>HP Notebook CSOMAG</p> <p>COMPAQ PRESARIO CQ56 NOTEBOOK</p> <p>HP DESKJET 3050 NYOMTATÓ</p> <p>HP NOTEBOOK TÁSKA</p> <p>HP OPTIKAI EGÉR</p>
<p>hp NOTEBOOK CSOMAG</p>  <p>COMPAQ PRESARIO CQ56 NOTEBOOK</p> <p>HP DESKJET 3050 NYOMTATÓ</p> <p>HP NOTEBOOK TÁSKA</p> <p>HP OPTIKAI EGÉR</p> <p>2 év garancia</p>	<p>hp NOTEBOOK CSOMAG</p>  <p>COMPAQ PRESARIO CQ56 NOTEBOOK</p> <p>HP DESKJET 3050 NYOMTATÓ</p> <p>HP NOTEBOOK TÁSKA</p> <p>HP OPTIKAI EGÉR</p> <p>2 év garancia</p>	<p>hp NOTEBOOK CSOMAG</p>  <p>COMPAQ PRESARIO CQ56 NOTEBOOK</p> <p>HP DESKJET 3050 NYOMTATÓ</p> <p>HP NOTEBOOK TÁSKA</p> <p>HP OPTIKAI EGÉR</p> <p>2 év garancia</p>	<p>hp NOTEBOOK CSOMAG</p>  <p>COMPAQ PRESARIO CQ56 NOTEBOOK</p> <p>HP DESKJET 3050 NYOMTATÓ</p> <p>HP NOTEBOOK TÁSKA</p> <p>HP OPTIKAI EGÉR</p> <p>2 év garancia</p>
<p>dy NOTEBOOK CSOMAG</p>			

Partnership



In most cases the best **procurement managers** used to be the best **sales** people. You know how to buy when you have the experience how to sell...

You can only become a valued customer, when you have proved to be a successful supplier.

Flexibility, prompt reaction time and having the confidence of being able to rely on ***your suppliers*** is giving an amazing advantage.

Packaging

The Samsung mission



Case history

- Samsung TV sets are produced in Hungary and boxes are supplied by 3 packaging companies (SCA, Rondo, Dunapack)
- Regular production technology is flexo (2 color)
- Client request: flexo combined with of-set / litho

Packaging

The Samsung mission



Case history

- OSG operating a 4C of-set machine is requested to supply the stickers used on the flexo printed corrugated
- Client loves the new, quality boxes
- OSG learns every day what are the **pain-points** the 3 suppliers are requested to challenge

Packaging

The Samsung mission



Issues targeted:

- High production cost of samples
- Cost of storage of boxes produced for stock
- New design launched before stock runs out
- No solution for short runs and low volume promotions
- With the **FB7600** and the ESKO Kongsberg AUTO none of these issues stay valid...

SMART TV

• Register your product at www.samsung.com/register
• Regisztrációs lapra látogasson el ide: www.samsung.com/register
• Записаться на регистрацию можно по адресу: www.samsung.com
• On-line regisztráció Samsung kftől elérhető www.samsung.com/register címen



SERIES 6+ 6500 PDP TV 60



SMART TV

FRONT



• Models of glasses may change based on availability.
• A részletekért látogasson el ide: www.samsung.com/register
• Regisztrációs lapra látogasson el ide: www.samsung.com/register
• Regisztráció Samsung kftől elérhető www.samsung.com/register címen



PDP TV
SERIES 6+ 6500 60

www.samsung.com

CLAMP BELOW THIS LINE

SMART TV

www.samsung.com

PDP TV
60

SERIES 6+ 6500

SMART TV

Register your product at www.samsung.com/register
 Regisztrálj a terméked az www.osghungary.com/register

Full HD 1080p

Clear Motion Rate **100Hz**

o|share

HDMI

FRONT

SLIM LED TV 40 101cm



FRONT



Smart TV provides the most entertaining experience for you and your family. The new Smart TV features Smart TV that was previously, and it's also family-friendly entertainment. Plus, it's...
 Negative Internet access, may not be available in all languages and areas. Additional Internet data charges may apply.
 Certain services may be subject to additional charges. Certain services may not be available in all areas. Please refer to the user manual for more information.



Planet First and Satellite logos.



Planet First and Satellite logos.

SLIM LED TV 40 101cm

SERIES

40 101cm

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SMART TV

Full HD 1080p

Clear Motion Rate **100Hz**

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HDMI

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SLIM LED TV

40 101cm

SERIES

SMART TV

Full HD 1080p

Clear Motion Rate **100Hz**

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HDMI

SMART TV

Register your product at www.samsung.com/register
Registrez votre produit au www.samsung.com/register

Full HD 1080p

Clear Motion Rate 100Hz

allshare

HDMI



SLIM LED TV 40 101cm



*Models of accessories may change based on availability
*Les modèles des accessoires peuvent varier selon le disponibilité

*Applications or services may not be available in certain areas
*Les applications ou services peuvent ne pas être disponibles dans certaines régions

SMART TV

Full HD 1080p

Clear Motion Rate 100Hz

allshare

HDMI

*A clear motion rate is based on the actual image motion. It does not mean that the image is actually moving at 100Hz. The actual image motion may be slower.

*Share and all content across digital devices, even mobile and cloud-based devices. Network connection and other factors may affect the speed of data transfer.

*Clear motion rate is based on the actual image motion. It does not mean that the image is actually moving at 100Hz. The actual image motion may be slower.



*Some Smart TV services that provide more entertainment experiences for you and your family.
*De nouveaux services Smart TV qui vous procurent plaisir et à votre famille.
*Plus d'expériences de divertissement.



SLIM LED TV 40 101cm

www.samsung.com

SMART TV

Full HD 1080p

Clear Motion Rate 100Hz

allshare

HDMI

SAMSUNG

SLIM LED TV

40 101cm

SERIE S

Packaging

The Barcelona experience



Packaging The Barcelona experience

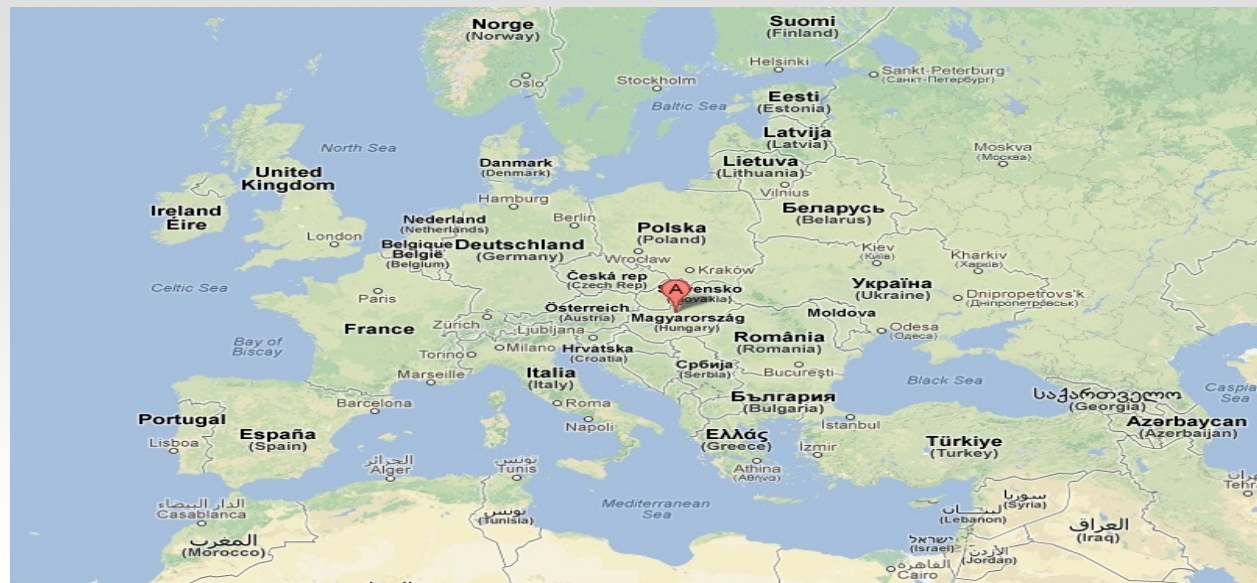


Quality

never goes out of fashion...



Contact us



Contact us



OSG Hungary Kft.

Tel.: (+36-1) 435-1400

E-mail: sales@osg.hu

