



INNOVATING PRINT PRODUCTION

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Xeikon Technology Chosen to Print EURO 2000 Tickets

Digital printing provides the perfect solution for high quantity, high security jobs.

May 18th, 2000 -- Xeikon digital colour printing has been chosen for one of the most challenging and sophisticated security ticket printing jobs to be handled in Europe this year — the tickets for the Euro 2000 football championships.

Xeikon printer Joos N.V., based in Turnhout, Belgium, will print over 1.2 million tickets on a Xeikon DCP/32D digital colour press, a task which combines highly complex variable data management, intricate security printing, extremely fast turnaround and a distribute-and-print model.

For the first time, a radical new approach has been devised to counter the increasingly sophisticated methods of ticket forgers. It starts with 14-colour offset printing to provide a basic level of security, and incorporates digital colour printing enabling a level of variations on the ticket design that makes fraud almost impossible.

Says Alex Joos, Managing Director of Joos: "Xeikon has the only technology capable of handling the variable data, security, quick turnaround, substrate, and tracking requirements for producing the tickets. Printing is actually the end result of almost a year spent working on databases, tracking systems, security and delivery. It is a credit to the Xeikon press and software that so much complex information can be handled so well."

The final tickets are produced by a combination of two printing techniques — high security offset printing and variable data printing on the Xeikon digital colour press. The double-sided tickets are printed on 25cm-wide security paper specially created for this job. The ticket is offset pre-printed with 14 different colours including IRIS printing, fluorescent inks and fast drying UV inks.

The database containing the ticket parameters for each match will be transferred to Joos in read-only format by secure modem connection. Joos will then import this file into the Xeikon digital front end (DFE) which controls the press. The Xeikon DFE will then perform the range of variable data functions that are the foundation of the application.

Barcodes, generated by complex coded algorithms based on the information held in the database, will be added and the formatted data printed onto eight different automatically selected templates - one for each stadium hosting the Euro 2000 Championship. In addition to the barcodes and templates, there will be a number of other variable elements on the tickets including different colours dependent on the seating position chosen, pictures and plans of the stadiums, different logos dependent on the combination of stadium and match.

Finally a serial number will be allocated to each ticket. This number will be based on the tickets ordered by each individual person or organisation regardless of whether they are for one or several different matches. This adds a further element of security as the numbering applied to the tickets is not generated on a sequential basis.

When printed the tickets will be cut and bound into covers directly from the roll eliminating the chance of lost tickets. Simultaneously, the variable bar codes are monitored and verified with the database and an accompanying highly personalised letter is printed out listing the tickets ordered, matches, dates, sponsor information and ticket serial numbers.

Says Marco Stam, Ticketing Operations Manager of Euro2000: "Security is a big issue with football ticket printing and a lot of money can be lost on forgeries. I am confident that this revolutionary printing solution will effectively combat this problem at the same time as producing an attractive souvenir ticket. We are really pleased to have chosen this unique process that is unlike any other standard ticketing solution".

END

NOTES FOR EDITORS -- Xeikon N.V.

Founded in 1988, Xeikon is the world's leading provider of digital color printing solutions for professional applications in the commercial printing, production variable data printing, packaging printing, label printing and special applications markets.

These systems and their related consumables have been specifically designed to meet the quality, speed, reliability, cost and variable content requirements of on-demand color printing. Xeikon supplies both original equipment manufacturers (OEMs), including MAN Roland, IBM, Xerox and Nilpeter, as well as a global network of over 40 value-added distributors (VADs). By the end of 1998, over 1400 Xeikon systems had been shipped worldwide.

Xeikon's revenues in 1999 were \$201.7 million, up from \$136.1 million in 1998, and gross profits rose 55 per cent to \$75.7 million in 1999.

In April 1999, Xeikon acquired an 80% equity interest in Nipson International S.A., a manufacturer of digital black and white printers based on patented "magnetography" technology.

The Xeikon N.V. headquarters and manufacturing facilities are based in Mortsel, Belgium. Xeikon America Inc, Wood Dale, Illinois, is a wholly owned subsidiary of Xeikon N.V.

For additional information about Xeikon and its products, please visit Xeikon's website:
<http://www.xeikon.com>

EURO 2000 TOURNAMENT TICKETS

UNIQUE HIGH VOLUME VARIABLE DATA PRINTING IS KEY CONTRIBUTION TO GOOD TOURNAMENT ORGANIZATION

APPLICATION DESCRIPTION

The EURO 2000 organizers were looking for a 100 % security proof ticketing solution that at the same time would assist the organizers in managing the flow of supporters, realizing that this could be a major contribution to the success of the tournament.

Instead of standard ticketing solutions, the Xeikon digital color press was used to print all the variable elements on the pre-printed tickets.

Tickets are printed on specially produced security substrates and printed in 14 colors offset.

The Xeikon solution prints all variable elements such as name of the visitor, seating place, picture of the stadium, plan of stadium, color codes for parking and seating directions, tracking codes, etc...

After printing, the tickets are automatically inserted into envelopes together with a personalized letter, containing the delivery details of the tickets.

The total job consists of 1.2 million tickets with databases varying from 16,000 to 32,000 tickets.



KEY BENEFITS

- high quality One-Pass-Duplex™ printing
- high volume complex variable data printing
- reliable and productive digital color printing
- security printing with 100 % traceability
- fast turnaround production

PRACTICAL INFORMATION

- Customer: EURO 2000 organization, Rotterdam - Holland
- Xeikon printer: Joos, Turnhout - Belgium
- Equipment used: Xeikon DCP/32D
- Runlength: 1.2 million tickets

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