Digital Technology Trends *Pro. & Exec. Version*
by Howie Fenton, NAPL

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⇥ **Market Researcher Trendwatch counts Graphic Arts companies**

There are 29,945 printing and prepress establishments in the U.S., just about half of them small commercial and quick printers;

There are an estimated 53,057 design and production establishments in the U.S., more than a third of them graphic design shops

Although small commercial and quick printers account for half of all printing establishments, they only account for 13% of all shipments

Sheetfed offset presses-be they duplicators or larger-account for 95% of the presses installed in the United States

The number of small and quick printers hit a high point in 1990 at 37,352 establishments. That number has been declining ever since

From 1989 to 2002, the number of printers with 14x20 presses or smaller has declined by more than 12,000

70% of commercial and quick printing establishments having presses 14x20 inches or smaller have fewer than 10 employees;

Design and production establishments will spend an estimated $102 million on software purchases in 2003-2004

36% of design and production firms say their digital color printing jobs are increasing. About the same (35%) say that their traditional offset printing jobs are decreasing

The TWGA "Graphic Arts Market Demographic Profiles: Where Are We Today-And Where Will We Be Tomorrow?" report is available for purchase by visiting the TrendWatch eStore online or by phone at 866-873-6310.

www.trendwatchgraphicarts.com

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‣ Spams driving shoppers away from Internet

In a global anti-spam meeting in Brussels the results of a survey showed that the exponential growth of unsolicited junk e-mail or spam — is shaking consumer confidence in the Internet and may hamper growth of the e-economy. The survey was published by consumers group the Trans-Atlantic Consumer Dialogue (TACD) and showed 52% of respondents were shopping less on the Internet or not at all because of concerns about receiving unsolicited spam.

"It is also very clear that bona fide businesses are losing money because the disreputable image of spam is making consumers uneasy about engaging in e-commerce." According to the American Chamber of Commerce to the European Union the problem cost EU and U.S. companies more than $11.5 billion a year in lost time and productivity. The United Nations Conference on Trade and Development estimates the global economic impact could reach $20 billion.

http://www.usatoday.com/tech/news/techpolicy/2004-02-02-spamnerves_x.htm

‣ Ricoh Launches Aficio 2232C (24ppm) and Aficio 2238C (28ppm)

Ricoh has added the Aficio 2232C/2238C to the existing Aficio 1224C and Aficio 1232C products. In addition to copying, printing, and network scanning functionality, the new systems include an 80-sheet automatic reversing document feeder, duplex unit, 1,100 sheets of paper capacity, 768MB of RAM, and 80GB hard disk drive capacity. The Aficio 2232C performs at 24ppm in full color and 32ppm in black and white and is available at a suggested retail price of $14,415. The Aficio 2238C performs at 28ppm in full color and 38ppm in black and white and is available for $16,865.

http://www.ricoh-usa.com/about/press/releases.asp?id=155

‣ Family names son version 2.0

No it was not Bill Gates but Jon Blake Cusack who talked his wife, Jamie, into naming their son Jon Blake Cusack 2.0. Version 2.0 was born Tuesday at Holland Community Hospital, Mich. and the proud parents took him home Friday. Jamie Cusack said she didn't concede until the week before the birth." I wrote in the birth announcement e-mail stuff, like there's a lot of features from version 1.0 with additional features from Jamie," Jon Cusack said.

http://www.usatoday.com/tech/news/2004-02-02-bad-baby-names_x.htm

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⇥ MPA Proposes Lower Mailing Rates

A group of magazine publishers filed a complaint case at the U.S. Postal Rate Commission last Monday, the Magazine Publishers of America (MPA) reported recently. The publishers—Condé Nast, Newsweek, Reader's Digest, Time, and TV Guide—are proposing an alternative "cost-based" rate structure designed to encourage more efficient mail preparation and drive costs from the postal system. The proposed rate structure would encompass separate charges for pieces, bundles, sacks, containers, and pounds of magazines and newspapers. According to MPA, the proposal is designed to be revenue-neutral, so that only mailers who follow efficient mailing practices would experience a rate decrease. The Postal Service must respond to the complaint within 30 days.

http://www.magazine.org/content/files/washington_newsletter_012104.html

⇥ KPG to introduce a Thermal Direct Non Process Plate

The Drupa announcements are starting to arrive in volume. KPG says that it will introduce a Thermal Direct Non Process Plate in May. It will be a water-based, process-free thermal design. It can be imaged on many standard thermal CTP devices and will not require any debris extraction system, as it is non-ablative. It is targeted for run lengths up to 75,000 impressions, and is claimed to hold a 20-micron FM screening dot. The plate can be handled in daylight for up to one hour and in yellow light for up to four hours. KPG will also be introducing an entry-level 4-up platesetter (based on the Screen PlateRite 4100), a ROOM workflow, a server and an ink-jet proofing device.

http://www.kpgraphics.com/news/PR/drupa04/new_solutions.html

⇥ Screen's new DI press, the TruePress 344

Screen plans to debut the TruePress 344, a DI press to replace the existing Screen TruePress. A totally new design, it uses a 96-beam 830nm multi-array diode imaging head, plus a new (and as yet unannounced) process-free flexible printing plate. Unlike other A3-plus DI systems, which all use waterless plates, this is a water-dampened plate. Plate imaging is said to be very fast; all four plates can be imaged and the press ready to run in five minutes. The press has a running speed of 7,500 impressions per hour, and Screen indicates that a job of 500 copies can be completed in less than 15 minutes. Unique new functionality on the press includes a quality-management system where every sixth sheet is scanned for specific color areas, compared with the CIP3 digital master, and the press adjusted on the fly to maintain color quality. In addition, Screen has patented an automated dampening control for managing the ink-water balance.

http://www10.drupa.de/cipp/md_drupa/custom/pub/content,lang,2/ticket,g_u_e_s_t/oid,7196

⇥ Xerox on Broadway (new product announcements)

After a week basking in the sun and 70º heat of Miami working with the HP Digital Printing Advisory Council, my body was shocked to arrive in New York City during 3 snow storms to attend the new product announcements from Xerox described as "the most momentous announcement in Xerox history". The presentation took place on a stage at the Hammerstein Ballroom in Manhattan Center, and for good reason because many parts were as entertaining as the Broadway shows offered just a few blocks away.

The "star of the show" was the DocuTech 100 and 120 copier/printer (100 / 120 ppm), a brand-new DocuTech copier/printer line Xerox says was designed from the ground up. Xerox also launched a new line of solid ink printers (Tektronix) that delivers the faster color printing in the sub-$1,000 category.

During the multimedia presentation customers where sitting in the back of the stage, almost like the chorus and at prearranged times stood to describe their experiences with Xerox products and services. The "show" was simultaneously broadcast to multiple locations around the world, including the drupa Media Week press briefing being held in Düsseldorf, Germany.

Xerox debuted new office printers, including the Phaser 8400, a color printer that relies on solid ink technology. The $999 Phaser 8400, which is available now, boasts output speeds of 24 pages per minute. Two other office printers, the Phaser 4500 -- a 36 page-per-minute black-and-white printer -- and the 35 page-per-minute color Phaser 7750 printer, were also introduced Thursday. The Phaser 4500 lists for $979, while the 7750, which targets graphics art and other office professionals, starts at $5,599.

Gil Hatch, President, Production Systems Group, accompanied by an AlphaGraphics franchisee, showed the new DocuTech 120. Giving the demo a Broadway show feeling was a demonstration of the impressive high speed of the Docutech 120 copier/printer, orchestrated by Tony Federico, VP of Platform Development, conducting a small group of musicians while dressed in full tux. Ursula Burns, President of the Business Group Operations, played the role of Phil Donahue by running around and interviewing customers from the chorus from companies such as Prudential Services, McGraw Hill, Continental Airlines and Blue Cross Blue Shield, who offered sound bytes about significant business benefits using Xerox equipment and services

The DocuTech 100/120 are targeted for a intermediate market called the "mid-production market," as contrasted with full Production (i.e. DocuTech and Heidelberg Digimaster) and Light Production machines (including products such as the Xerox 2101 Digital Copier, the Canon imageRUNNER 105 and the Ricoh Aficio 2105).

Xerox says that the 100/120 represents a $400 million investment and is the first production product to be brought to market by Xerox in the last 14 years that is based on a brand-new technology platform. This development effort will fuel a whole new family of products built on a common platform that the company believes will result in print speeds greater than anything currently in its product portfolio, although Xerox indicates it has no plans to use this engine in its continuous feed line of products.

IGen3 Technology

The new DocuTech is the first Xerox black and white device to incorporate technology developed for the iGen3. Among these are techniques for steering paper into and through the machine to help ensure accurate registration. It features patented SmartPress paper handling technology which includes TELER registration (Translating Electronic Registration). This is an ultrasonic multi-feed detection system that detects any multi-fed paper to promote job integrity and to protect against media defects. The print engine is able to simultaneously adjust substrates for lateral process and skew on the photoreceptor, with a level of tolerance that is more advanced than existing systems—current products have a 1.5 mm tolerance and the DocuTech Copier/Printer has a 0.75 mm tolerance.

It also uses a image transfer system that uses a toner cloud to transfer the image to the page from a photoconductor belt. As on the iGen3, the paper never touches the belt. The machine can handle a broad range of paper stocks including specialty media, and accommodate wider sheet sizes, giving users more options and capabilities. Supported paper weights range from 16 lb bond to 80 lb cover (56 - 216 gsm), and the system can handle a wide range of substrates, including transparencies, plastic tabs, NeverTear paper, envelopes and carbonless.

There is also significant improvement in show-through registration. The engine also offers an option to print edge to edge, although the default mode has a small erasure zone and there is some potential for degradation in the range of 5 mm from the edge. Paper transports are designed with a wide turn radius which is easier on originals, jams less, etc. The product offers full job recovery down to the page level.

⇥ Editorial – The Scanner is the Killer App and Xerox Targets HP

Over the last year, I'd seen the new DocuTech a couple of times before but because of NDA's (Non Disclosure Agreements), I could not discuss it. While the machine is impressive because of enhanced quality over previous Docutech's, longer duty cycle, and wider range of paper stocks - the most impressive part of the machine is the integrated, high speed scanner.

It features dual scan heads which enable hardcopy scanning at 120 8.5"x11" pages per minute for both one- and two-sided sheets at 600x600 dpi resolution without flipping the sheet. The scanner is 260% faster than any other 2-sided scanner on the market. At the show, the scanner processed 60 pages in 30 seconds, compared to the existing DocuTechs 3 minutes.

When I first saw the machine my first reaction was that scanner is a "killer app." or a device that redefined performance. Over the last 9 months I have asked many times if the scanner would be unbundled, and each time the answer was the same - no. The night before the event I asked Tony Federico over dinner and he said they have started talking about possible unbundling options. In addition, although not said directly expect this design to be used in a variety of black and white products that are faster and slower and at competitive price points.

Xerox targets HP printer market

If HP targeted Xerox's high speed color market by acquiring Indigo, then Xerox is targeting HP's dominance in the office laser printer market with the release of the new solid ink Phasers. According to IDC, HP dominates the printer market — controlling more than 40 percent of the worldwide market. The announcement of the new Phasers began when a little girl walked out with her red wagon holding the consumables used by a Phaser in one year. Then with drums roaring 10 New York City garbage men walked in carrying two bags each, showing the consumables from one HP Laserjet. Xerox claims 90% less waste!

http://www.xerox.com/go/xrx/template/inv_rel_newsroom.jsp?Xcntry=USA&Xlang=en_US&app=Newsroom&ed_name=NR_2004Jan29_NewPlatforms&format=article&view=newsrelease#See%20Additional%20Photos%20Below

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⇥ Schedule

Are there questions or issues you are wrestling with - lets schedule a visit - here is a travel schedule.

Date	City	Purpose
2/13	Las Vegas, NV	Variable Printing (PMA Show)
2/26	Cincinnati, OH	Digital Printing Innovate 04 (Xerox)
2/27	Naples, Florida	Future of Digital (NAPL Top Management)
3/23	Chicago, IL	New Print Basics (Banta Show)
3/25	NYC, NY	New Print Basics (Banta Show)
3/31	Bloomington, IL	Process Control (DMIA Show)
3/31	Bloomington, IL	Workflow (DMIA Show)

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Adding or Removing Names

To be added to the list simple email **HowieAtPre@aol.com** and write "add to list" in the subject line

To be removed simple email **HowieAtPre@aol.com** and write "remove from list" in the subject line

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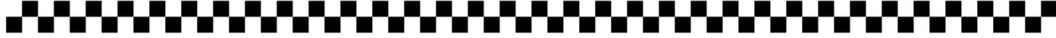
Questions about the alphabet soup of digital prepress...

- ➢ **CTP (computer to plate)**
- ➢ **QC (Quality Control) or process control,**
- ➢ **PDF (Portable Document Format)**
- ➢ **CMS (Color Management Systems),**

drop me a note: HowieAtPre@aol.com

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