

GRAPH EXPO and CONVERTING EXPO EXHIBITOR GUIDE

“Don’t Leave Home Without It!”

September 15, 2003 - Always a gala event, this year’s Graph Expo, running from September 28 through October 1, 2003 at its usual venue, McCormick Place, is definitely the spot to see all that’s new and more efficient in the world of printing and converting. According to show management, 40,000 people are expected to be on hand to evaluate this year’s product offerings from 500 vendors.

Although some attend Graph Expo for the new products, most attendees visit Chicago for its wonderful gastronomic delights. Who, for instance, doesn’t drool over a famous Chicago hot dog or Brat? Throw in a little sauerkraut and beer and you have the makings for another memorable event. I look forward to seeing you all there. Look for me where they sell bratwursts. Enjoy!

Compiled and edited by Paul White. For feedback, suggestions or comments - reach Paul at pwhite@ondemandpublishing.com.

Paul White is a contract marketing, branding and business developer, specializing in B2B and B2C communication, content strategies, branding & customer development tactics. As one of the best known writers in the industry, he creates business plans, due diligence, case studies, marketing, PR and related support materials. He created and built publications that help to define the digital document industry— founder and editorial director of *Digital Publishing Solutions* magazine, publisher of *Print On Demand Business*, *Print on Demand Solutions*, *Desktop Publishers Journal*, *The Gilbane Report* and others. Paul was also a Partner & Director of CAP Ventures, Inc. consulting firm. His business motto is "You can’t sell a person you don’t know."

EXHIBITORS

ABA, Inc. - Booth #5141

ABA, Inc. provides multi-platform solutions for one-to-one communications. We take pride in being a major catalyst for change within the industry and have established a reputation for innovation and vision. Over 20 years of experience - and our commitment to quality -account for our relationship with some of the largest companies throughout the world. Excellence in our core area of expertise is the reason other software developers integrate ABA solutions into their products.

- **DataPrecise** - accurately parses and transforms raw data into presentable form. It can: correctly case data (including irregular names like MacDonald or VanWinkle); add gender-appropriate titles of respect; add diacritics and punctuation; shorten result data to fit. DataPrecise accepts and returns virtually any file layout, offers national language support, and can be run as a standalone

or integrated into applications. Users are given ultimate control over how data will be parsed and enhanced.

- **EZ-Proof** merges forms, variable information and finishing information into a single PDF file. Document development is facilitated and signoff time is dramatically slashed. www.accessaba.com

A.B.DICK - Booth #3419

A.B.DICK DPM PRODUCTS TAKE CENTER STAGE AT GRAPH EXPO

- Having unveiled a multitude of new products in recent years, A.B.Dick will focus on the benefits of bundling various equipment at this year's Graph Expo show. The company's superior Digital PlateMaster (DPM) line will be one of the main attractions, highlighted by the first Midwest showing of the new DPM34 SC/HSC digital platesetters.

- A.B.Dick **Momentum**™ Workflow software components will be prominent at the show. Holding the key to complete, cost-effective Print-to-Plate-to-Press solutions, applications include ScanMaster™, MPROOF™, MTRAP™, and IKE™, all designed to boost DPM productivity.

- They will be included in all DPM displays, which will feature the new DPM34 HSC coupled with the 4995A-ICS four-color press. Another demonstration offers the best selling DPM2340 working in tandem with a 9995A (with Ink Key Estimator) two-color press.

- The **DPM34 SC/HSC platesetters** represent the next generation of award-winning

technology and typify why A.B.Dick is the market leader in small format CTP systems. It is the first device to use A.B.Dick's outstanding ThinDrum™ technology, which provides perfect balance between minimum drum surface and maximum image quality.

Creo - Booth #4008

For Business Efficiency, see Creo's newest developments, in a highly integrated digital print shop, featuring a complete range of JDF-based production solutions.

- **Creative Studio:** The Integris™ proofing solution, the iQsmart3™ professional color scanner, and the new Leaf™ Valeo 22 digital camera back. To send digital files to the printer efficiently and press-ready, Synapse® Prepare software and the Synapse® InSite Internet portal into prepress are on hand.

- **Production Planning:** See the UpFront® planning tool, plus integrated management information systems from Networked Graphic Production Partners that automate data exchange between prepress and business systems through Synapse® Link software, tracking material usage and customer changes for efficient collection of chargeable items.

- **Prepress Department:** See the EverSmart™ Supreme scanner, new Veris™ proofer with the Creo Certified Process™, and new versions of Prinergy® and Brisque® workflow driving Creo CTP systems.

- **Digital Printing:** See the Creo Spire™ color server driving the Xerox DocuColor 6060 digital press, and the Darwin™ Desktop variable information authoring tool for complex personalized jobs.

- **Staccato Showcase:** Take a close look at print samples produced using Staccato® screening and learn how printers are producing higher quality printing with faster turnaround. www.creo.com

DiMS!® - BOOTH #4607

OVERVIEW

DiMS!® organizing print TO UNVEIL ITS NEW SECOND-GENERATION DIRECT MACHINE INTERFACE AT GRAPH EXPO

DiMS!® organizing print, a leading supplier of Management Information Solutions for the printing and packaging industry, will launch its second generation, Web-enabled Direct Machine Interface (DMI) and latest software release at this year's Graph Expo. DiMS!' state-of-the-art DMI module is JDF-ready or can use other XML transactions to interface with both conventional and digital presses, in addition to leading pre-press software. The company will present live demonstrations of the new module on the show floor at **Booth #4607**.

- **DiMS! Direct Machine Interface (DMI):** Integrated with the system's Web-enabled workflow, DiMS! DMI is an industrially robust, proactive module, enabling efficient production via immediate, high quality communication to and from the production floor. Ideally suited to distributed, multi-plant environments, the DiMS! DMI module directly communicates with the DiMS! server, instantaneously providing real-time feedback regarding status and required tasks to all parties connected with a particular job:
- The Customer Account Manager can access up-to-date (and time) order status.
 - Planning can survey available capacity in real time, and optimally schedule jobs with a total view of the production floor.
 - The Press Operator is supplied with a list of tasks and corresponding timeframes, relating to make readies, plate/cylinder handling instructions, imposition verification, paper handling instructions, ink specifications, press configuration instructions (including delivery requirements such as folding, trimming, etc.), customer proof approval, and color verification. There is also a trouble-shooting feature that enables direct communication of production problems, indicating the nature and location of the issue and proactively signaling the need for aid/maintenance on a particular machine.
 - Inventory is managed via accurate feedback on resource usage (including paper consumption, inks and other materials used, and staff hours registered to the job).
 - Management can evaluate production performance via Gantt chart and report overviews summarizing net and waste product, plus the speed over time of each job. Through the Production Overview window, a 3 dimensional bird's-eye view of all workcenters (including resources needed and output produced) can be seen.

Because the DiMS! DMI module features a standardized, XML-based interface to all necessary production equipment, information from the production floor directly flows throughout the entire management system. Utilizing JDF-compliant data will provide maximum flexibility and enable DiMS!' DMI to

interface with conventional and digital presses, in addition to leading pre-press systems.

- **DiMS! Web-enabled Workflow:** DiMS! organizing print will also present its 6.20 software release at Graph Expo. Featuring a dynamic e-business portal, DiMS!' enhanced workflow will enable printers to improve business efficiencies – particularly in a multi-plant environment – by connecting them to valuable customers and suppliers via a centralized, Web-enabled system.

Written in flexible, XML structure, the e-business portal provides entry to DiMS!' integrated database — accessible by every entity along the supply chain: customers, employees and suppliers, facilitating seamless communication over the Internet. Simply by accessing the application through their Web browser, each can obtain relevant job information and execute necessary commands, thus optimizing available capacity within and across the enterprise. Moreover, by setting up role-based or activity-based milestones within DiMS!' integrated system, automated messages can proactively be sent to individuals via e-mail, or even wireless devices such as cell phones, pagers, Blackberries and PDAs (Portable Digital Assistants).

The internal and external process efficiencies realized with DiMS!' e-business portal result from the automation of communication and transactions between supply chain partners. These leaner, automated processes tighten up the gaps between printing "silos" (prepress, print and bindery). Rather than getting bogged down with administrative tasks and timely re-entry of key information as a job progresses through each stage of production, DiMS!' streamlined workflow and visibility of data across the system enables proactive control over the supply chain: increased accuracy and consistency of data, available in real-time; reining in of excess inventory levels and waste reduction; and increased time for employees to devote to core job functions — leading to faster delivery times and greater customer satisfaction. A comprehensive e-business tool, DiMS! enables printers to achieve the synergy of a streamlined, optimized supply chain. www.dims.net

Duplo - Booth #1873

Duplo's New System 5000 to be Presented at Graph Expo 2003: Duplo presents its latest range of finishing solutions in booth #1873 during Graph Expo 2003 in Chicago. This year's exciting line-up includes Duplo's most technologically advanced booklet making and collating solution, the System 5000 and a variety of Duplo's electronic print finishing solutions. The powerhouse System 5000 is Duplo's most heavy-duty and user-friendly system to date. Producing up to 5,000 booklets per hour and 10,000 collated sets per hour, this truly automatic machine operates at high speeds to maximize offset jobs. The System 5000 eliminates the need for separate solutions by accepting both set-by-set applications of traditional users and sheet-by-sheet of the digital market.

- Also featured at Duplo's booth is the **DSF-2000 Document Sheet Feeder**, fit to satisfy one-to-one and personalized marketing. Combining the advantages of both in-line and off-line finishing solutions, Duplo's DSF-2000 is designed to serve the growing need of finishing digitally printed documents. The DSF-2000

sheet-by-sheet feeding system provides complete and consistent set integrity via an OMR (optical mark recognition) or optional barcode readers.

- Other products that will be featured include the new **DP-460H Digital Printing System**, Duplo Muller Affordable Document Processor, **DC-545HC Cutter/Creaser/Slitter**, and new **DF-920 Automatic Desktop Folder**.

- Since 1952, Duplo is the only manufacturer to offer a complete line of the finest, state-of-the-art paper handling equipment from digital printing systems to finishing solutions. www.duplousa.com



Electronics For Imaging - Booth #5027 & 5030

Electronics For Imaging (EFI) will feature an exciting range of industry-leading technologies and services designed to make every step of the printing process more streamlined and cost-efficient at Graph Expo 2003. The company's show line up will include the debut of the new, high-powered Fiery™ S300 and S500 color servers with the latest version of the award-winning Fiery System software. The Fiery S300 is optimized for production of continuous tone color pages on a variety of mid-range color copiers. The Fiery S500 is ideal for printing complex variable data and imposed pages at top engine rated speeds.

- **The Fiery Q4500**, EFI's new breed of high performance servers for the production printing market, will also be widely available for a number of new high-end engines. Available on each server is Fiery System 5.5 software, which delivers several new productivity-enhancing job processing and color management features to graphics arts professionals.

- **EFI's Velocity™** line of workflow software, which enables print centers to reach higher efficiency and cost savings through a robust, complete digital workflow, has recently expanded with the introduction of Velocity Exchange(tm). The online workflow application that connects customers with print providers will be shown with new capabilities for more efficient, automated print job ordering.

- EFI will also introduce new features to its PDF-based prepress workflow system, Velocity OneFlow(tm), which addresses DI, CTP, ink jet *and* digital printing needs under one workflow. The latest version of Velocity Balance(tm) for distributed printing among multiple printers, rounds out EFI's complete workflow system from job submission through prepress to production.

- Additionally, the new **Best Screenproof 4up** for the CTP market will be on display (EFI acquired Best in early 2003). Best Screenproof 4up is designed for users who have ink jet printers up to 24 inches wide taking advantage of ink jet technology to produce color-accurate original screen proofs based on ICC profiles. Also on display will be the latest versions of EFI's Best Colorproof, Screenproof and Designer.

- Electronics For Imaging (EFI) together with partner **Printcafe** will demonstrate its commitment to the print standard JDF (job definition format) by showcasing a complete JDF-enabled EFI workflow system at Graph Expo 2003. EFI's

innovative and interoperable line of Velocity(tm) workflow software, Best(tm) proofing solutions, Fiery™ technology and Printcafe's Hagen OA™ software will connect via JDF, showing how every step of the printing process can be more streamlined and cost-efficient from job submission, to prepress and proofing, to production printing.

Elixir - Booth #1016

Elixir Technologies will be in the Xerox booth # 1016 printing personalized MICR Sample Kits for Xerox's DocuPrint 75MX MICR printer. The application was created in Vitesse, Elixir's new VIPP designer which fully supports Xerox's VIPP workflow. VIPP Project Containers (VPCs) are easily created and maintained ensuring that all required resources are automatically installed in the correct printer controller directories. Existing VIPP forms and segments can be used in Vitesse.

- Advanced features offered only by **Vitesse** enable the opening and editing of existing VIPP applications. For users who want to view the source code, a code view is also provided. Any edits made in the code are immediately visible in the design. VIPP source code can be viewed, edited and compiled using Vitesse.
- Founded in 1985, and headquartered in Ventura, California, Elixir Technologies is a leading global developer of innovative solutions for form design, document composition and prinstream conversion. Elixir specializes in digital publishing solutions for print, archival systems and the Internet. Elixir's integrated software products have thousands of installations in 70 countries, predominantly in industries such as insurance, banking, billing, health care, education, government and manufacturing. Additional information is available on the Web at www.elixir.com

Enfocus Software - Booth #4445

At Graph Expo, Enfocus Software, the world's PDF workflow tool solutions leader, demonstrates why PDF workflow quality assurance goes way beyond preflighting. In conjunction with the conference, Enfocus announces complete product line

compatibility with Adobe Acrobat 6.0; PDF 1.6 and Mac OS X.

- Additionally, Enfocus unveils newly upgraded version of **PitStop Professional**, the industry standard solution for PDF editing, preflight, auto-correction and certification has been enhanced to include a series of valuable benefits including built-in Pantone Color Support, Smart Profile comparison and integrated support for the recently released CertifiedPDF.net.
- Also being showcased are new versions of Enfocus **Instant PDF**, plug-in for Adobe Acrobat is the automated workflow tool for PDF creation and certification; and Enfocus StatusCheck, a free PDF plug-in that allows everyone in the production chain to check the Certified PDF status of a file.
- See new Enfocus **CertifiedPDF.net** and recently announced PitStop Server 3.0 with major upgrades. CertifiedPDF.net is a brand new concept for closing the loop on PDF

workflows. CertifiedPDF.net is a comprehensive online resource for PDF specifications, accessible to all members of the graphic arts community. Contributing members such as printers, publishers, or industry associations can publish the specifications they support, and all related documentation. Subscribing members can, at no charge, search for and download relevant specifications, as well as subscribe to receive updates. www.enfocus.com



Enovation Graphic Systems, Inc. - Booth #4020

Your customers expect you to work faster, better and more cost-effectively than ever before. And you work hard to deliver. At Enovation, we understand the unique needs of companies like yours. ***From color management and software solutions, to proofing, CTP, packaging and the pressroom*** floor, the Enovation team provides knowledgeable advice, proven products and a passion for helping you meet your customers' needs. Where can you get the help you need for your business? Get it from the experts at Enovation.

Enovation Private Brand

During Graph Expo 2003, Enovation will debut its private label brand of ***film and plates*** for the graphic communications industry. Enovation film and plates are both manufactured by Fujifilm.

Digital Printing

Enovation will be ***featuring the Xerox DocuColor 6060 digital color press*** during Graph Expo this month in Chicago. The DocuColor 6060 Series presses, which offer print speeds of 60 pages per minute, are the best-selling systems in its class serving the on demand print needs of commercial and in-plant printers and quick-print professionals. Enovation's goal is to provide our customers with quality products that span the entire digital workflow process and, with the Xerox distribution agreement, Enovation is able to offer our customers the best brand on the market.

Pressroom

Enovation represents a variety of manufacturers of pressroom products and services, designed to satisfy all of your needs, including chemistry, press blankets and plates. We've also partnered with Flint Ink to provide our customers with sheetfed commercial inks and coatings. Visit us on the web at

www.getitfromtheexperts.com



Exstream Software - Booth #1016

Exstream Software provides the world standard for high performance enterprise personalization. Companies like Fidelity Investments, Merrill Lynch, American Express, AFLAC, KeyBank, AT&T and other forward-thinking companies around the world are using Exstream's **Dialogue™** software to connect with customers one-on-one, consistently across all touch points. With Dialogue, you can create and deploy any kind of personalized communication-from high-volume, complex statements to **on-demand direct marketing and fulfillment** to correspondence generated interactively over the Internet-in half the time it takes with other products. Benefits also include up to 80% cost reductions in print production, marketing and customer service.

- Stop by the Xerox booth #1016 for a demonstration and see how Exstream's Dialogue software can help you develop more loyal and profitable customers. connecting with the eGeneration. www.exstream.com

Flint Ink - Booth #826

Flint Ink, the world's largest privately owned ink manufacturer, will present several new ink systems at Graph Expo/Converting Expo. In addition to its complete portfolio of quality inks and coatings, Flint Ink will present the following products for commercial and package printing applications:

- **New DURACURE™ Inks:** The DURACURE ink system is formulated to provide outstanding press performance and adhesion to nonporous substrates. Exhibiting superior transfer, dot fidelity, and high-speed press stability, DURACURE Inks are ideal for POP displays, signage, and customer loyalty and membership card applications.

- **New ARROWMAX 1000™ Inks:** The ARROWMAX 1000 ink system is a premium stay-open ink system ideal for use in commercial printing applications. The new formula exhibits excellent color reproduction with maximum gloss and print sharpness. ARROWMAX 1000 Inks are fast-setting, with excellent run ability and compatibility with pressroom chemistry.

- **New MATRIXCURE™ WEB Inks:** The MATRIXCURE WEB Ink formulation utilizes high-quality resin and photo initiator chemistry to provide properties ideal for high-speed UV web printing on paper substrates. It is an excellent choice for commercial printers with narrow web capabilities who print inserts on coated paper, business forms, direct mail advertisements on either matte and uncoated papers. It is ideal for jobs requiring laser imprint ability. www.flintink.com

Foster Mfg. - Booth #4637.

Cutters and trimmers from 12" to 200" for paper, film, metal offset plates, flexo, sign and banner sheet materials. Flat and vertical filing systems, color viewing and plate inspection systems. www.fostermfg.com



FUJIFILM

Strength Behind the Image

Fujifilm - Booth #4020

When you're looking for products and equipment that deliver both quality and reliability, look no further than Fujifilm. Fujifilm is the leading manufacturer to the graphic arts industry and continues to build on its tradition of providing the graphic communication industry with the tools necessary to remain competitive. With its strength in proofing and the company's Match Certified service, Fujifilm is the only manufacturer that can guarantee that what you see at the proofing stage will match what you see coming off of the press. And, with Fujifilm's development of imaging and screening technologies, we're helping you deliver the image better and faster than ever before. Who do you have behind you and the work you do? Fujifilm – the Strength Behind the Image.

Co-Res Screening

Fujifilm will launch its new Co-Res Screening technology during Graph Expo 2003. Co-Res Screening is a revolutionary screening software that offers **advantages to computer-to-plate users** whether they're interested in running high-line screens or increasing productivity with conventional screening. Co-Res Screening gives users smoother gradation reproduction by increasing the screen ruling and decreasing the dot size. Hence, the coarseness commonly associated with halftone dot reproduction is diminished. Additionally, the moiré effect caused by conflicting halftone dots is suppressed, while the rosette pattern is minimized because the dots themselves are smaller in size. This allows textures that were previously difficult to reproduce to be printed with realism.

PictroProof II

The successor to Fujifilm's PictroProof, the PictroProof II boasts all of the same features of the original, including a quick print time, ease-of-operation, automatic calibration and high resolution. Additionally, PictroProof II also includes a network adapter that allows users to connect to a network via an Ethernet connection, giving users the flexibility to still run the PictroProof while being away from the software that's driving it. PictroProof II will also feature additional RIP support, including one from BEST, along with a built-in calibrator. As with its predecessor, PictroProof II is **reliable from proof-to-proof and machine-to-machine**, making it the perfect device for multiple locations.

FINALPROOF TPM

Fujifilm is bringing its high-end color and digital contract proofing expertise to the Creo Trendsetter Spectrum and Proofsetter Spectrum digital halftone proofing devices with the introduction of the new **FINALPROOF TPM proofing material**.

FINALPROOF TPM is a high-resolution and consistent media that fits seamlessly within **established Creo workflows**. Featuring Fujifilm's Thin Layer Thermal Transfer technology, FINALPROOF TPM uses the thermal energy of the Creo SQUAREspot imaging head to enable Fujifilm's binary technology to transfer the pigment layer, producing a precise and smooth image structure unique to this new proofing media.

Aozora

Aozora is a **translation software** that unlocks the capabilities of the company's FINALPROOF digital halftone proofing system to a much wider user base. Aozora runs under Windows 2000 and, unlike other systems available on the market today, **translates native file formats**, eliminating the issues and problems associated with converting pure images files to raster or vector file format. In doing so, Aozora provides users with a greater level of productivity and a competitive edge. www.fujifilm.com

GA-VEHREN ENGINEERING CO. - Booth #3084

As the premier provider of **specialty finishing machinery** for promotional print, direct mail, media, contract and pharmaceutical packaging, Ga-Vehren Engineering has been selected by Pack-Smart to distribute all of their systems in the USA and select offshore regions. Enthusiasm is building as both companies prepare to debut two breakthrough machine designs at Graph Expo. One will be the newest 30", fully servo-driven **Pack-Smart** with versatility enhancements including electronic make ready, height adjust, front, back and plow folds, document insertion and inline personalization capability. Ga-Vehren customers are already saluting the alliance between the firms due to the great versatility now found at Ga-Vehren, the leader in finishing technology. Phone 314 576-2007. www.gavehren.com

GMC Software Technology - Booth #5243

What's New at Graph Expo

GMC Software Technology will be introducing its newest version of **PrintNet T Triple Suite** software at the Graph Expo Conference in Chicago from September 28 through October 1, 2003. Targeting the convergence of transaction, promotional and one-to-one applications, PrintNet T Triple Suite is a single environment, all-in-one solution for layout creation, **structured variable and fixed data processing**, and high-speed printing of statements, bills, invoices, direct mail, booklets and other personalized, **data-driven applications**. It offers universal platform and production support, advanced document job flow, sophisticated data input and handling, and document customization functionality typically not provided by other comparable products in the marketplace. The software presents a true GUI desktop environment, and features like workflow wizards and resource management between computers enable easy creation of very complex printing jobs. PrintNet T also is web-enabled for **full web-based design**, proofing, project management online, so users can leverage the speed and savings of this medium.

Live WYSIWG layout and live data proofing make it easy for users at all levels to create complex printing jobs and ensure the integrity of the final composed document that is going into production. Full color support gives users important design tools like color management and matching, ICC profiles, and gamut check. PrintNet T Triple Suite and other GMC products will be shown at GMC's booth exhibit area 5243. www.gmc.net

Hewlett - Packard - Booth #1816:

HP Digital Publishing Solutions will be running the following presses and large format machines.

- **HP Indigo Press 3000** - This commercial press delivers up to **seven-color printing**, high definition images and outstanding substrate selection. Ideal for on-demand, variable data printing projects.

- **HP Indigo Press 1000** - High resolution imaging, up to six-color printing including spot and fluorescent colors, **virtually unlimited substrate selection** and hp Indigo yours truly designer personalization software.

- **HP Indigo Press w3200** - High volume commercial printing, direct mail and publishing applications, is a seven-color, web-fed combines the quality and speed of offset with the intelligence of digital printing.

- **HP Indigo Press ws4000** - This industrial press provides a definitive competitive edge in the labels market by producing short-run, high quality color.

- **HP DesignJet 5500** - High productivity, image quality, and "intelligent" printing solutions that simplify workflow and allow unattended printer operation. Makes it easy to create ready-to-sell, large-format documents.

- **HP DesignJet 120** - Professional-quality six-color, inkjet printing for graphic designers and production staff. Prints standard and custom sizes from postcards to 24-inch/A1+, and larger on optional roll.

- **HP DesignJet 20ps** - On-demand check-prints, comps and proofs for graphics professionals.

<http://h30011.www3.hp.com/about.html?ticket=TNISjXBt36L02&pageseq=849266>

Hamada of America - Booth #3618

Hamada will show the **B552HIRC**, five color press with aqueous coating and long delivery.

- Also, the new **Impulse 452P**. Four color 29" perfecter.

- Also showing the **H234A** automated two color portrait fed press with auto plate loading and blanket washers/dryers. www.hamadaofamerica.com



Heidelberg - Booth #1000

Heidelberg Prepress

A central feature of Heidelberg's booth at Graph Expo, Prinect, Heidelberg's computer integrated manufacturing solution, which seamlessly integrates production and business management processes from start to finish. Prinect controls quality, production, planning, presetting and management information, enabling printers to work more efficiently than ever. Heidelberg's line of consumable products will be on display along with the latest plate making systems, the Quicksetter 300E and Prosetter 102. Several other product announcements will be made at this year's show so be sure to stop by and visit the prepress area of the booth.

- **Quicksetter 300E:** Heidelberg continues its innovations with the next generation of pre-press technology in the new Quicksetter 300E model. This fully automatic CtP system for polyester plates has been shipping since March 2003 with outstanding results. The Quicksetter 300E will enhance productivity and will improve quality and efficiency for small commercial printers and franchisers.

- **Prinect Printready:** The Prinect Printready System provides the opportunity to map all the prepress tasks in a freely configurable, digital workflow and thus to automate them. The new solution is fully modular in line with the basic principle of Prinect, so that individual components can be selected and added to the overall system rapidly and easily in line with specific requirements. This new Prinect Printready System is not just aimed at Heidelberg's existing customers, who come from all sections of the graphic arts industry. The open system concept is also suitable for companies using products from other vendors.

Heidelberg's Digital Black-And-White Summary

Heidelberg will feature at Graph Expo a host of black-and-white digital solutions at that are designed to drive productivity, efficiency and profitability among digital printers. Experts will be on hand to discuss the benefits of the Digimaster black-and-white family of products – including the Digimaster 9110m for MICR toner, the high-speed Digimaster 9150i and the new Digimaster 9110 cp. Visitors may also observe the DataXceed software solution that enables variable data applications.

- **Digimaster 9110cp:** Heidelberg will demonstrate the new Digimaster 9110 cp digital press for the North American commercial print market at this year's Graph Expo. The monochrome press, available only through Heidelberg, is designed to meet the specific demands of commercial printers that handle high-volume, black-and-white print jobs. Among its key attributes: variable paper handling, improved workflow, greater productivity and enhanced image quality.

Heidelberg's Digital Color Summary

At Graph Expo, Heidelberg will demonstrate an array of color digital solutions that will help printers run more efficient and profitable businesses. These solutions include the NexStation II digital front end and new automation tools for variable data color printing – both of which will be demonstrated on the NexPress 2100 digital color press throughout the show.

- **NexPress 2100:** Heidelberg will showcase its GATF-award-winning NexPress 2100, the industry's first digital production color press. It offers new capabilities, including Internet-driven applications, completely customized brochures and the production of full-color collated pages that are ready to be finished on demand. The NexPress records the highest level of user serviceability and short set-up makes it ideal for quick turn-around, short-run color, print-on-demand, personalization, versioning and full variable data printing jobs.

- **Heidelberg's Sheetfed News Summary:** Heidelberg, in an effort to meet consumer demand for new sheetfed presses, will unveil two significant new products to the offset market – the new Printmaster PM 52 20-inch press and the Speedmaster SM 52-D with die-cutting. The presses, designed to improve speed, efficiency and productivity, are part of the largest fleet of sheetfed equipment at Graph Expo/Converting Expo 2003.

- **Speedmaster SM 52-D:** The Speedmaster SM 52-D with die-cutting offers in-line finishing steps that can be done in one pass. This significantly increases the efficiency and production speed and lowering total costs for offset printers. Heidelberg will demonstrate the press - now available - for the first time in the United States at Graph Expo.

- **Printmaster PM 52:** At Graph Expo, Heidelberg will unveil the Printmaster PM 52, a new 20-inch press that is available in one- to five-color models. Positioned between the Printmaster GTO 52 and the Speedmaster SM 52, the Printmaster PM 52 represents the ideal route to growth for small and midsize businesses that print a wide range of commercial jobs such as advertising material, brochures, business cards, stationery and annual reports.

New Heidelberg Web Tools, Sunday Press"

At Graph Expo 2003, Heidelberg Web Systems will emphasize advanced technology and unique support services designed to maximize customer success. "Expertise centers" will feature information on a wide range of service, training and business development capabilities. The latest Sunday Press and Pacesetter saddlestitcher developments will also be on display.

- **Sunday 3000/32 Web Press:** The Sunday 3000/32 is the world's first single-circumference web press with an eight-pages-across cylinder configuration. The press prints 32 magazine-size pages per revolution at up to 100,000 impressions per hour, making it a compelling alternative to 16-page presses in two-web configurations and to double-circumference presses. Heidelberg's exclusive Sunday Technology is vital to the 2x8 format. Gapless blankets eliminate vibrations that would otherwise compromise speed and print quality with the wider, eight-pages-across cylinders.

- **Heidelberg Finishing:** Heidelberg's postpress division will demonstrate a wide range of products including the new Probinder, an array of Stahl Folding systems, the POLAR system 2, and Heidelberg's recently obtained Jagenberg line of products will be shown by Heidelberg for the first time anywhere.

Heidelberg also will showcase its ST 400 stitcher, which has been honored with the prestigious 2003 GATF Intertech Technology award.

- **Heidelberg Folding Box Gluers & Punching Machines:** To enhance printers' postpress capabilities, Heidelberg has added folding box gluers and punching machines to its product portfolio through the acquisition of the folding-box activities of the Jagenberg Group. Our postpress capabilities include Jagenberg folding-box, corrugated board gluers and die-cutting machines in the popular III, IV and VI formats. Folding-box and corrugated board gluers are also available in different processing widths.

-**Probinder:** Heidelberg's Probinder is an innovative new finishing system for double-loop wire comb binding. From a single wire, the Probinder produces the right wire comb for each individual book. Ideal for books-on-demand, the Probinder provides the user with a versatile and profitable finishing solution specially designed for shorter runs and more frequent format changes.

www.us.heidelberg.com

Integrated Color Solutions - Booth #4352

- **ICS REMOTE DIRECTOR:** Think of it as traditional paper-based proofing, only without the paper. And also without the time and cost of printing proofs, packaging them, and sending them to the client and other reviewers. So today the entire proofing and approval process can be executed faster, cheaper, and with less room for error.

- The first SWOP-certified color-accurate soft proofing system—allows multiple users to view the same artwork, add comments about color as well as content, and build a complete digital record of the entire job from start to finish, including final legal sign-off. Reviewers can collaborate in real-time or view and annotate work at their own convenience. With Remote Director, photographer, agency, client, pre-press house and printer are all able to communicate more rapidly and effectively while viewing color with certainty, accomplishing in hours what used to take days. With Remote Director, you streamline the process, spend less on couriers, save money on every job, and use a whole lot less paper along the way. Come see this 2003 GATF InterTech award winning technology at Booth #4352 at Graph Expo. www.icscolor.com

INX International Ink Co. - Booth #843

At INX, we believe that the more you know about inks, the better you can make them pay. That's why the INX exhibit at Graph Expo carries the theme "**Boost Your Ink IQ.**" On Monday and Tuesday during the show, INX is offering a series of mini-seminars on a variety of ink-related topics to help printers boost payback in their operations, increase productivity, save time, and cut costs.

- Before the show you can pre register and select the topics and times that work best for you by visiting www.inkiq.com. Each presentation will last about 10-15

minutes, leaving plenty of time for Q & A with our panel of application-savvy specialists. So bring your questions, key issues and concerns. Here is the Monday-Tuesday schedule at booth #843:

- 10:30 a.m. - Random Dot Technology: Why Ink is Crucial
- 11:15 - Ink & Coating Link: Matching Process & Products to Boost Profit
- 1:15 p.m. - Six Sigma: Leverage Your Current Quality Efforts to Drive Down Costs
- 2:00 p.m. - Ink Dispensing: See The Latest Innovation in Dispensing Technology.
- 2:45 p.m. - Color Management: How to Ensure a Batch-to-Batch Match
- 3:30 - UV: Latest Advances in Inks and Coatings. For more information visit www.druckergroup.com

IPA, The Association of Graphic Solutions Providers - Booth # 4736

For more than 100 years, IPA, the Association of Graphic Solutions Providers, has been tracking, evaluating, and promoting technology and management innovations to keep members in the forefront of the graphic communication industry. IPA membership includes the most forward thinking and digitally competent graphic solutions providers in North America. They are pioneers in exploring emerging technologies and specialize in serving the publishing, advertising, catalog, interactive multimedia and packaging markets. (800)255-8141. www.ipa.org

Jetrion LLC - Booth #826

Jetrion LLC, a new global ink jet product, service, and integration company powered by Flint Ink, will present new high-performance continuous ink jet (CIJ) inks at Graph Expo/Converting Expo 2003 in booth #826. Jetrion's new **CIJ inks** are designed to help printers and converters achieve excellent accuracy and print quality on a wide range of substrates for direct mail, coding, marking applications. The new offerings are specifically formulated for Domino®, Scitex®, VideoJet®, and Willet® printheads to complement its existing line of comprehensive ink jet ink products that will also be featured in the booth.

- Members of Jetrion's executive leadership team will also be on-hand to provide personalized digital audits for attendees. The consultations are designed to examine individual print operations and explore a wide range of available ink jet technologies to help streamline production processes and broaden service capabilities. Appointments can be scheduled at the Jetrion booth.

- Educational presentations will be given to help printers and converters minimize labor and operational costs. Dedicated staff will instruct attendees on avoiding the pitfalls of ink jet integration and the appropriate equipment and materials needed to maximize their return on investment. The presentations will begin at 10:30 am and run every half hour until 3:30 pm in the Jetrion booth.

www.jetrion.com

Kapco Graphic Products - Booth #4554

Established in 1974, Kapco is a manufacturer, custom coater and converter of flexible materials. We are a manufacturer and supplier of KapJet(R), a full line of digital media for ink jet, solvent and Arizona printing, including waterproof and specialty media, as well as inks, PSA and thermal overlaminates.

- New for 2003: In addition to all your old favorites in papers, films, vinyl, canvas and banner material, look for new **Waterproof 'Tear-Proof' Banner film**, Water Resistant ink jet media and fabrics, and more Arizona/Solvent media to choose from. We've also added several **new Laminates**, and lowered the price on others! Kapco is also a manufacturer and supplier of punched and unpunched cast and calendered vinyls, specialty vinyls and films, Kapcolor(TM) sign and banner material and other sign supplies. www.kapcographics.com

Kodak Polychrome
G R A P H I C S

Kodak Polychrome Graphics (KPG) - Booth #4030

KPG TO PROMOTE MONITOR PROOFING, DEMONSTRATE MATCHPRINT VIRTUAL PROOFING SYSTEM AT GRAPH EXPO

Monitor proofing with the SWOP® certified Kodak Polychrome Graphics Matchprint Virtual Proofing System serves as the focus of the Kodak Polychrome Graphics (KPG) exhibit at Graph Expo 2003. Visitors can learn about the applications and benefits of monitor based contract color proofing through a live multimedia presentation, demonstrations of the **Matchprint Virtual Proofing System**, and a video that features users of KPG's 2003 GATF InterTech Technology Award winning system. This contract-quality proofing system is SWOP (Specifications for Web Offset Publications) certified and delivers accurate, consistent and reliable RGB monitor viewing of CMYK color reproduction.

KPG will launch its latest digital halftone proofing system, the **Kodak Approval NX Digital Color Imaging System**, and thermal CtP offering, the Kodak Polychrome Graphics Sword Excel Thermal Printing Plate, at Graph Expo. The Kodak Polychrome Graphics DirectPress 5034 DI System will also be showcased.

KPG's Graph Expo Lineup

- With the **Matchprint Virtual Proofing System**, users can for the first time transport, view and approve proofs for color or electronically mark and return them for correction within minutes. The system consists of high-end, customized

CRT monitors, proprietary color management technologies and a suite of Web-based image viewing and collaboration tools. A simple-to-use interface makes it easy to work on a proof with colleagues and partners regardless of their location or experience with the system.

- The **Kodak Approval NX Digital Color Imaging System** uses the latest in thermal imaging technology to produce the industry's most versatile and accurate prediction of on-press performance. Featuring Rapid Recipe Color technology, the Kodak Approval NX system can accurately produce millions of spot colors in a fraction of the time currently possible with its predecessor, the Kodak Approval XP system. Rapid Recipe Color technology saves significant time by laying down up to four densities each of CMYK and spot colors simultaneously, instead of one at a time. This next generation Kodak Approval NX system can also laminate to virtually any substrate — making it ideal for all folding carton and flexible package printing.

- **Kodak Polychrome Graphics Sword Excel Thermal Printing Plates** extend the benefits of Sword technology, which combines a no preheat/no postbake thermal plate with negative "write the background" processing. Sword Excel plates deliver run lengths of up to 500,000 impressions and hard dots that yield resolutions ranging from 1% to 99% at 200 LPI. The ultra-high resolution makes Sword Excel plates compatible with the latest advances in stochastic screening at 20- and 10-micron dot diameters. Other benefits include faster imaging speeds, greater press chemical resistance, and reduced processor maintenance.

- The **KPG DirectPress 5034 DI system**, a two-page, four-color digital imaging press, combines the quality advantages of offset printing with the workflow and automation benefits of digital printing. This combination presents a new growth opportunity for commercial printers, in-plants, trade shops, or digital service bureaus that want to tap into the growing demand for high-quality, quick-turnaround, short-run, four-color work. The KPG DirectPress 5034 DI system is powered by Presstek's proprietary ProFire™ imaging and thermal plate technology.

About Kodak Polychrome Graphics

Kodak Polychrome Graphics provides one of the broadest portfolios of digital, conventional and business solutions available in the graphic arts industry today. Products and services include a wide range of computer-to-plate and conventional lithographic plate products, digital halftone, ink jet, and analog proofing products, digital printing applications, color workflow tools, consulting services and Kodak branded graphic arts films. With headquarters in Norwalk, Connecticut, USA, KPG serves customers around the globe with regional offices in the United States, Europe, Japan, Asia Pacific and Latin America. Additional information regarding Kodak Polychrome Graphics may be found on the company's website: www.kpgraphics.com

Lucid Dream Software Inc. - Booth #4548

Lucid Dream Software, Inc. is providing industry-leading, vertical market software tools and solutions for the prepress and printing industries both in the retail market

for the printing companies, and the OEM market for several industry-leading prepress manufacturers. Lucid Dream Software, Inc. - develops digital workflow solutions for Heidelberg Delta RIP users; providing automated solutions to create full resolution P1 compliant TIFF/IT, Screened 1-bit TIFF, Scitex Brisque, 1.3 PDF, PS, DCS2, composite/ separated JPEG, PDF/X and low resolution PDF file formats.

- **OnTimeProof II**: the only web-based soft proofing solution that seamlessly integrates within your Delta workflow!

- **OnTimeProof®**: provides automated remote viewing of Delta jobs with standard web browsers. Visit our site at www.ontimeproof.com.

- **TIFF/ITflow, DCSflow, PRINTflow, CROMAflow**: Conversion tools for Delta jobs to industry-standard formats (Tiff/IT, PDF/X, and DCS2); connectivity tools for image-setters and plate-setters via PRINTflow, and DuPont's color printers via CROMAflow.

- **PDFflow**: PDF/X 1a - Ripped, Trapped - final production files from your Delta Rip! Great for Archiving - 50% smaller than your Delta jobs!

- **Interactive Automated Trapping**: Works with Harlequin Scriptworks Rip, Heidelberg Delta Rip, ArtQuest Rip, and TIFF/IT P1 data formats. For more information, phone: 847-202-8424. www.trapping.org or www.luciddream.com



OVERVIEW

MAN Roland Druckmaschinen AG is the world's second largest printing press manufacturer and the global leader in web press and newspaper printing technology. In fact, every third newspaper produced in the world is printed on a MAN Roland press. With main facilities in Offenbach and Augsburg, Germany, MAN Roland generates annual sales of EUR 1.8 billion. Exports account for 79% of the figure. MAN Roland produces web and sheetfed offset presses as well as digital printing systems for commercial printers, newspaper printers, publishers, packaging producers, quick printers and in-plant shops. The company is a subsidiary of MAN Aktiengesellschaft, Munich. The MAN group is one of Europe's leading suppliers of capital goods, with 77,000 employees whose expertise ranges from commercial vehicle manufacturing to engineering. Its annual sales total EUR 16 billion.

MAN109/03

- MAN Roland Inc. will be getting personal at Graph Expo 2003. The press maker is populating pavilion #1030 with printers who are using MAN Roland systems to

successfully implement the advantages of **Computer Integrated Manufacturing** (CIM) in their shops and plants.

- In an interactive presentation, sheetfed printers, packaging printers, newspaper executives and commercial web printers from across the country will tell their production stories, sharing their thoughts on the workflow enhancements that are making a profitable difference in their facilities.

- Simultaneously, a six-color **ROLAND 500** will be put through its paces, producing a project designed to delineate the productivity of the press by benchmarking the costs involved in the job rather than the time it takes to do it. The concept is to let the 500 tell its success story in terms of dollars and cents. MAN Roland will use metrics from its exclusive Press Operating Profitability (POP) analysis to set some baseline parameters. It will also incorporate actual bids from printers across the country to get average production numbers.

- MAN Roland commissioned an independent research group and worked with the NAPL to create **POP**. It's based on live performance data collected on the world's most popular presses. The program cross references those factors with input about a facility — the number of shifts run, coverage requirements, job mix, and run lengths. The result is an objective analysis that tells a printer which press will be the most cost-effective choice for the way he operates.

- A live feed to MAN Roland's Graphic/Training Center will facilitate **the creation of CIM network** from the show floor to the company's working demonstration facility in Westmont, Illinois. A ROLAND 700, the company's 41-inch press, will demonstrate makeready and production that is controlled from the Graph Expo show floor via the PECOM press operating system.

- The MAN Roland exhibit will focus on process rather than product. The goal is to give the North American graphic arts community working knowledge of the benefits of Computer Integrated Manufacturing (CIM).

- **A CIM Classroom** will present mini-workshops featuring experts from MAN Roland and Creo. CIM-based innovations, like the advanced PECOM modules and the Rover remote diagnostic system will be demonstrated—participants will be invited to use JobPilot to makeready a press.

- The centerpiece of the exhibit will be **a live/multimedia presentation** — titled *Success Spoken Here* — that will transport Graph Expo visitors to a variety of pressrooms that are putting CIM into action. The purpose of the presentation is threefold:

- Demonstrate how its presses can be networked and controlled digitally through the power of the company's PECOM automation and press operating system.

- On-site visits will provide a blueprint for printers on putting CIM into action in their facilities.

- Video clips will provide a sneak preview of some of the systems MAN Roland will be introducing at Drupa next spring to further advance CIM in print.

- Show jobs will be printed both on the show floor and in the remote location.

They are limited edition prints by internationally **renowned photographer/illustrator Ryan Roessler**, who will be on hand to sign the lithographs.

ADVANCEMENTS MAN Roland WILL DISPLAY AT ITS EXHIBIT INCLUDE:

- **DICOWeb:** A unit from the industry's only plateless offset press — DICOWeb — will illustrate the ongoing commercialization of the advanced technology and demonstrate how DICOWeb is the ultimate CIM printing system.
- **ROLAND 900 XXL:** The largest sheetfed press in the industry will show-off its extra capacity in the form of a complete printing unit. The 900 XXL had its world premiere in Germany in April.
- **LITHOMAN IV:** A unit from MAN Roland's largest commercial web press will show why a variety of North American printers have broadened the capabilities of their workflows with the LITHOMAN IV.
- **ServiceVision:** The Rover remote service diagnostic tool will show how it plugs in to MAN Roland's ServiceVision package to provide North American printers with increased press uptime and lower service costs. Get a sneak preview of the exhibit's presentation by visiting www.manroland.com and clicking in the "Success Spoken Here" section.

MeadWestvaco - Booth #1000/Heidelberg & Booth #2641/Xpedx

Recognizing the performance and value of Meadware, both the Xpedx Import Group and Heidelberg have chosen to run the Meadware line in their respective booth's at Graph Expo.

- About MeadWestvaco: MeadWestvaco Corporation, headquartered in Stamford, CT is a leading global producer of **packaging, coated and specialty papers**, consumer and office products and specialty chemicals. Among the principal markets it serves are the automotive, beverage, consumer products, healthcare, media, entertainment and publishing industries. The company operates in 29 countries and serves customers in nearly 100 nations.
- MeadWestvaco Papers Group manufactures coated paper in four mill locations. These four mills combined produce 2.0 million tons of coated number one through number four grades for commercial printing and publishing. Brands include Signature True™, Sterling® Ultra, Focus®, Anthem®, Vision®, Escanaba® and Dependoweb®. www.meadwestvacopapers.com

Mohawk Paper Mills, Inc. - Booth # 2880

At Graph Expo this year, Mohawk Paper Mills, Inc. is unveiling one of its biggest initiatives ever, setting new standards in image quality for today's high-resolution copiers.

- **Mohawk Color Copy:** the next generation color copy paper. Four breakthrough products, uncoated and gloss, feature Mohawk's proprietary new Digital Imaging Surface™, a unique technology from Mohawk that creates an even, uniform, smooth paper for superior color copies with extraordinary toner adhesion. For more information and samples of Mohawk Color Copy, visit the Mohawk booth #2880. www.mohawkpaper.com

Muller Martini - Booth #1062

OVERVIEW

Muller Martini is the world's leading producer of finishing solutions for commercial printers, newspapers and trade binderies. The company is also the top manufacturer of OnDemand Web Offset Presses™. Headquartered in Hauppauge, New York, with facilities throughout America, Muller Martini Corp. serves as the nation's expert source of bindery and printing know-how, providing innovative systems, targeted training and responsive service to printers and binderies from coast-to-coast.

Muller Martini will feature a live/multimedia presentation titled "Connect to the Finish" at its Graph Expo exhibit — #1062. Videotaped visits of several facilities that use Muller Martini systems combined with live demonstrations will provide show goers with a working vision of how CIP3's PPF architecture is making finishing an integral part of the Computer Integrated Manufacturing workflow. The result: printers and finishing experts who visit the exhibit will learn how they can slash their makereadies while broadening their profit margins.

Among the featured finishing systems that Muller Martini will demonstrate at its exhibit are:

- **AmigoDigital:** This short-run automated perfect binding system is based on Muller Martini's popular AmigoPlus model. The major advancement is that the AmigoDigital is equipped to connect directly a digital printing system and produce up to 1,000 fully variable books per hour in-line. The AmigoDigital brings a new level of commercial quality finishing to the shortest of production runs. It is purpose-built to plug into a facility's on-demand workflow, so that the parameters of each individual book are automatically transferred to the binder for hands-free setup.

When used in-line with a digital press, AmigoDigital sets itself up directly from data supplied by the upstream printer or press. When configured near-line, AmigoDigital takes its settings from a built-in measuring/loading station to automate makeready on conventional short-run jobs. In either case, the electronic book size data is used to adjust the length, width, and thickness settings of the binder. The result – the machine makereadies itself.

In the exhibit's multimedia presentation, executives from RR Donnelley will comment on the AmigoDigital is an integral part of their companies digital book production system — the Inventory Management Solution. (IMS).

- **BravoPlus AMRYS:** This saddle stitcher's Automatic Makeready System automates one of the most time-consuming jobs in the bindery — setting up saddle stitching systems between jobs. Job parameters can be entered by the operator or captured directly from a company's MIS system and BravoPlus does the rest, utilizing a network of servo motors to adjust itself.

Muller Martini's AMRYS technology received the 2002 GATF InterTech Award as the first system of its kind. Now Muller Martini has taken it a step further by integrating the CIP3 interface into real world applications while others

are still talking about it. And today GATF runs an AMRYS-equipped Prima saddle stitcher in its research and training facility near Pittsburgh. George Ryan, executive vice president and chief operating officer for GATF, will comment on what's in store for AMRYS's future as part of the presentation.

- **Presto with Inline Die Cutting:** Presto makes saddle stitching affordable for short-run and mid-range facilities, equipping them with a valuable profit center. At Graph Expo Presto will connect with a new Multi 450 die cutter to produce miniature and uniquely shaped saddle-stitched books in a single productive pass. The resulting integrated system will provide printers and trade binderies with new business building opportunities. Examples: the production of mini-booklets that fit into CD and DVD cases, creation of pharmaceutical literature, and the development of scaled-down saddle stitched books of all sizes. The combination makes its worldwide premiere at Graph Expo 2003.

- **CombiStack:** This combination stacker/labeler/bundler makes its premier for the commercial printing world at Graph Expo 2003. Designed for use in newspaper mailrooms, the system stacks, labels and straps in one station a high volume of publications coming off a finishing line or press to prepare durable bundles for distribution. In doing so CombiStack eliminates the need for a multi-machine tyline, saving space, doing away with multiple machine makereadies and streamlining the process overall. CombiStack can directly interface with a press or binding line or be fed by a gripper conveyor. The bundle is then wrapped, labeled and strapped in a single process, for speed and packaging integrity. The package is then directed either right or left to match the configuration of the plant's distribution flow.

Partnering Progress

Several strategic partnerships have been forged to advance the concept of connectivity at the show and in the bindery.

- **Version 2.0 of CREO's UpFront** print production workflow software will feed PPF-formatted job information to a Muller Martini BravoPlus AMRYS saddle stitcher. That connection will automate most manual procedures out of the makeready process.

UpFront 2.0 streamlines the flow of production data from estimating right through printing and finishing. The combination of tighter integration with prepress via Preps imposition jobs and templates and the new ability to export binding data directly to the finishing department dramatically increases productivity and reduces errors for printers.

SoftSolutions' productivity software, called FactoryAnalyzer, will be linked to the data stream from the Automatic Makeready System on Muller Martini's BravoPlus saddle stitcher at Graph Expo. The combination will demonstrate to show goers how they can trim production costs by using the automated analysis tools. In its strategic partnership with Muller Martini, SoftSolutions has implemented FactoryAnalyzer as a measurement and analysis toolkit that completes a facility's closed-loop connected system. "It's based on the axiom: If you can't measure it, you can't manage it," notes John Pecaric, Executive Vice President at SoftSolutions

The Chicago Public Schools will be the recipients of books finished on a Muller Martini AmigoDigital at the show. Three classic works of literature will be produced in softcover at the show and donated to CPS as part of the ongoing Books for Schools Program that is conducted by Delphax and Muller Martini. Last March, Muller Martini and Delphax completed a similar partnership with the New York City Department of Education. That school system chose the classics: *The Last of the Mohicans*, *Little Women* and *The Odyssey*. At Graph Expo the AmigoDigital will produce the titles: *The Last of the Mohicans*, *Peter Pan* and *The Adventures of Sherlock Holmes*. A top Chicago official will start up the AmigoDigital during one of the days of Graph Expo.

National Association for Printing Leadership (NAPL) - Booth #846

NAPL staff will be on hand to greet members and to give non-members insights into how this national trade association's comprehensive slate of programs and services can help give their company a competitive edge in today's demanding business environment. NAPL members receive:

- ***The latest industry economic information and analysis, including the NAPL State of the Industry Report.***
- ***The most comprehensive industry management information available, with targeted periodicals for executive management, financial management, sales and marketing, human resources, production management, and customer service.***
- ***Real-time, toll-free answers to any industry-related question through NAPL's Information Central experts.***
- ***A complimentary membership in the R&E Council of NAPL.***
- ***Twenty-four-hour access to an extensive industry information archive in the Members-Only pages of NAPL's www.napl.org website.***
- ***Access to a nationwide network of industry executives who share their interests and concerns—an unparalleled peer resource.***
- ***Member discounts on NAPL products and programs, as well as business insurance, shipping, overnight delivery, office products, phone service, personnel recruitment, and print buyer promotion.***

NAPL membership is both comprehensive and affordable. In a **special Graph Expo '03 promotion**, NAPL offers anyone signing up for Corporate Membership in the Association at the show a beautiful Land's End denim shirt or fleece top featuring the NAPL logo.

Visitors to the booth can also help move their companies forward with a selection or two from NAPL's **Printer's Preferred Bookstore**. NAPL publishes books and other media exploring the full range of issues affecting printing and graphic communications. NAPL authors and respected sales trainers Séan McArdle and Peter Ebner will be at the booth at various times during the show for scheduled live presentations and question and answer sessions.

The NAPL booth bookstore offers the latest titles in technology, sales and marketing, human resources, and strategic management. Some recent releases: *Understanding Information Technology for Print Management* and *Print Production Workflow: A Practical Guide*, by technology specialist Chuck Gehman; *Building a Digital Services Portfolio* and *Understanding Customers* by

industry expert Cary Sherburne; and *Designer's Postpress Companion* by Malcolm Keif.

NAPL will be offering a number of **Graph Expo Show Specials** at the booth bookstore, where shoppers can take advantage of deeply discounted pricing on such products as the *NAPL Pocket University Series* and *PrintShop 101* interactive training software.

Visitors may also view live demonstrations of both the *PrintShop 101* training module and *NAPL's ProfitXL™* financial management software at the booth. For a preview of NAPL products and services featured at Graph Expo.

www.napl.org

NITA INC. - Booth #4854

Taking the lead in automation ! In the never ending battle to cut cost Nita will show how easy and affordable automating ANY prepress department really is. Showcasing, bridge conveyors, plate shifters, plate rotators, inline punch, plate shear, and demonstrating a full inline capability. Phone: 450-961-4000.

www.nita.ca



Océ Printing Systems USA - Booth #3200

OVERVIEW

"Océ Keeps Workflow Running Smoothly -Océ Printing Systems USA, Inc., will demonstrate its latest digital workflow and printing solutions for the graphic arts market at Graph Expo 2003. The Océ exhibit, located at booth 3200, will present a complete portfolio of versatile, state-of-the-art publishing solutions developed for the unique operating environments and requirements of the commercial printing and publishing market.

Océ solutions will demonstrate why commercial printers and other document professionals are adopting Océ digital technology to complement or replace their offset presses. Rock-solid Océ reliability eliminates downtime to keep workflow running smoothly. Broad versatility lets customers take advantage of new revenue-generating opportunities with flexible production-class digital solutions that work today and tomorrow. Industry-leading performance lets users get more done in less time, resulting in improved customer service and stronger relationships. Through extensive compatibility and seamless integration into existing workflow, Océ solutions can enhance and complement existing offset presses.

A New Standard for Versatility - Océ has created a new standard for versatility with its two families of sheet-fed, digital printing solutions, the Océ VarioPrint™ 5000 line and the Océ VarioPrint™ 2000 family. The Océ VarioPrint 5160 offers an output speed of 155 ipm and has the power to handle virtually any cut-sheet publishing or transactional print application with monochrome, spot-color, and MICR imaging. Along with support for a wide range of resolutions, toner types, paper stocks and applications, the new printer offers top speeds, high-capacity throughput, a lower total cost of ownership, and complete versatility. Users can upgrade with options for input and output trays, faster speeds, and high-capacity stacking, stapling, stitching, and binding.

As customers need to do more with less, the modular **Océ VarioPrint 5160** offers many capabilities in just one system. At Graph Expo, Océ demonstrates this built-in versatility with a variety of applications, including manuals and booklets as well as direct mail applications. The system will also feature high capacity output stackers and will show tabs and various finishing capabilities including stitching and stacking.

The new 85 ppm Océ VarioPrint 2090 provides productive power for sheet-fed applications in the office, and central and commercial print centers. The Océ VarioPrint 2090 high-volume digital printer/scanner/copier supports simultaneous processing. Demonstrating the flexibility of one machine for multiple purposes, the multifunctional Océ VarioPrint 2090 will produce several applications, from labels and menus to directing marketing materials and booklets.

Océ Book Manufacturing Solution with New Enhanced Print Quality -

Designed to enhance the quality of high visibility, graphic-intensive, documents, the new Océ Enhanced Print Quality (EPQ) feature raises the performance benchmark for speed and quality in web-fed, digital printing environments. EPQ uses an innovative toner transfer technique to deliver superior graphics quality—crisp half tones, solid blacks and improved consistency—on an extensive range of substrates at unmatched speeds. EPQ, which is available on all existing and new **Océ VarioStream 7000 pinless** printing systems, not only illustrates Océ's continuing commitment to providing commercial customers with solid investment protection, but also underscores the company's commitment to delivering world-class digital quality and versatility. The feature will be shown for the first time in the United States at Graph Expo 2003 with the Océ VarioStream 7650cx system printing black-and-white books and photographic posters with superb digital quality.

In Océ's Booth 3200, a novel written by a fifth grade class in Atlanta, Georgia will be printed on the **Océ VarioStream 7650cx Twin digital printing system** using Océ PRISMAproduction™ pre-press and workflow management software. Océ is donating the printed books to the school following Graph Expo.

The Océ VarioStream 7650cx digital printing system and **Océ PRISMAproduction software** create a total solution, with sophisticated digital printing capabilities that meet customer demand for rapid production of high-

quality books. Océ PRISMA™ streamlines and automates workflow steps to save time, money and manpower, while accelerating turnaround for greater cost-effectiveness and faster time to revenue.

Innovative Short Run Color

The Océ CPS 700™ short run color solution is recognized for consistent color quality across entire print runs, and it will produce full-color output for many applications at Graph Expo. Now in its next version, 3.1, the Océ CPS 700 color offers higher performance, increased throughput and greater reliability.

The easy-to-use Océ CPS 700 satisfies a host of applications with just one system, so users can capture opportunities that would be impossible with less capable devices. For added versatility and volume, users can cluster two or more units for higher volumes, or operate them singly for short run color work. Operations gain the advantage of high volume capacity without the investment in limited, single-purpose equipment.

The **25 ppm Océ CPS 700** uses patented Océ Direct Imaging Color Technology for consistent color quality within and across print runs with no interruptions for recalibration. As a result, commercial printers incur less downtime, while achieving greater reliability and productivity. Even in a clustered configuration, all the Océ CPS 700 devices will maintain total color consistency from run to run, from first print through to last, and from unit to unit.

Solutions for Workflow Management

- Also shown at Booth 3200 will be the Océ suite of **PRISMA workflow management software** solutions, demonstrating how customers can more effectively manage commercial print workflow throughout the entire production process. PRISMA is an architected family of workflow management software that maximizes the performance and cost-effectiveness of multi-vendor operations independent of location, system or printers.

At Graph Expo, Océ PRISMA solutions are implemented in a variety of solution configurations, including Océ TrueProof™ software, which provides 100 percent accurate dot-for-dot electronic matching of Océ VarioStream and Océ VarioPrint output. Front-to-back page registration is clearly visible, eliminating the need for hard copy proofs, light tables and rulers.

<http://www.oceusa.com/wttgraphexpodir>

Pace Systems Group - Booth #5430

At Graph Expo 2003, Pace Systems Group will be introducing **ePace™ Version 14.0**, the print management solution that is revolutionizing the way you manage your business. This end-to-end solution includes estimating, production control, data collection, scheduling, accounting and e-commerce all in one integrated solution. Browser-based operation provides for cross platform, wireless compatibility and remote access - anytime, anywhere! Stop by our booth at Graph Expo for a complete demonstration.

- Pace Systems Group has served the printing and graphics arts industry for nearly 25 years, providing practical computer systems which make businesses

more efficient, profitable, and productive. Hundreds of Pace Systems are in operation at sheetfed and web printers, screen printers, in-plant operations, and prepress trade service companies. The ***Pace Systems suite of software products*** consists of estimating, production management, inventory control, integrated accounting and e-commerce modules—all written specifically for the graphic arts industry. For further information about Pace Systems software products, call 800-624-5999, inquire at info@pace2020.com, or log on to www.pace2020.com

Pageflex - Booth #1016 (Xerox)

Pageflex is the pioneer of a new direction in composition software: Web-top publishing. Our Web-top publishing software helps novice users create high-quality printed products using intelligent, flexible templates, without installing or learning any new software. Pageflex templates are intelligent and flexible because professional designers can set rules to define which elements can change, how much they can change, and who can change them. Our products maintain corporate identity and design integrity while enabling sophisticated customization of documents. Pageflex also leads the field in variable data composition software for both enterprise and desktop.

- ***Pageflex Mpower and Pageflex .EDIT*** offer server-based solutions for web-to-print applications. Instant web-fulfillment is an ideal application for a Pageflex solution utilizing Mpower, .EDIT or both. Both products feature ***Pageflex Nu-Doc***, our XML-based composition engine, and Pageflex Studio, our desktop template design application. Pageflex composition supports sophisticated, automated copyfitting and content flexing. Mpower offers the ability to create web form-driven and database-driven variability for output of sophisticated personalized documents. .EDIT enables iterative WYSIWYG editing of documents in a browser.

- For the single-user, Pageflex ***Persona*** offers the ability to create sophisticated personalized documents in a desktop application, using a local database. Phone: (617)520-8600. www.pageflexinc.com



Presstek - Booth #4052

Applause – Process-free, Chemistry-free, Hassle-free

Long a pioneer in the field of chemistry-free media and platemaking, Presstek is first to market with process-free plates for thermal CTP. Shown as a technology demonstration at last year's Graph Expo, Applause process-free plates will be

the feature product for Presstek at this year's Graph Expo, with live printing demonstrations. Don't miss the opportunity to see Applause in action.

Applause makes platemaking as easy and dependable as pushing a button. It's the ideal CTP workflow—simply image and print. Eliminate processors, safelights, and chemistry, along with the costs, time-consuming steps, and inconsistencies associated with them. In the pressroom, use Applause for faster rollup and makeready, greater ink/water latitude, more reliable reprints, and less chemical consumption on press than other plates. Recommended for print runs up to 100,000 impressions, ***Applause is a Smarter Way to Print.***



Also Available From Presstek:



Presstek's thermal plates deliver the ultimate in quality, productivity and predictable results. ***Presstek invented*** and brought to market the world's first chemistry-free on-press (DI) and off-press (CTP) platemaking process. Now in its 4th generation, Presstek's patented thermal ablation laser imaging technology is recognized for producing high-resolution images and superior on-press performance in both CTP and DI applications.

All of Presstek's digital plates are daylight-safe, require no chemical processing, are non-photosensitive and require no special handling. Independence from darkroom conditions and elimination of variables in exposure, chemical stability and manual intervention means fast, accurate, repeatable results. Presstek's digital plate products for CTP applications include ***Anthem, Applause,*** and ***PEARLDry.*** Plates are available in 2-, 4-, and 8-page formats. ***PEARLDry Plus*** plates are available for DI Press applications.

Thinking about moving to CTP?

Ask Presstek about Dimension CTP. We have a CTP system that's right for your shop.



Presstek's ***Dimension Series CTP systems*** and Anthem thermal plates have been awarded a Graphic Arts Technical Foundation (GATF) InterTech Award. Now with the availability of Applause process-free plates, Dimension CTP is even more impressive. Dimension CTP systems and chemistry-free thermal plates are designed and optimized as an integrated system, resulting in higher productivity, cleaner operation, and lower cost – it's truly *A Smarter Way to Print*.

Presstek: The Market Leader in Direct Imaging (DI) Offset



Direct imaging (DI) is the process of sending a digital file directly to a digital offset press. This process eliminates the production steps associated with film-based platemaking. DI presses allow printers to be more competitive in a market that continually demands faster turnaround time and shorter press runs at lower costs—without sacrificing quality. DI is an enabling process brought about by the interaction of three core technologies—laser imaging, thermal digital media, and a unique press design. (click the bar below to learn more)

Error! Unknown switch argument.

Presstek's commitment to excellence not only ensures reliable performance on press, but a reliable supply of thermal media. Presstek's proven Direct Imaging (DI) technology enables over 90% of the world's DI presses printing millions of jobs around the world today. Presstek's world-class partners bring presstek-enabled DI presses to market.

Presstek—A Smarter Way to Print

Presstek solutions add up to exceptional quality, improved productivity, increased profitability and environmental responsibility. In a world under pressure from man-made environmental contamination, Presstek is dedicated to making a difference by delivering environmentally friendly printing solutions.

Protecting the Environment is Everyone's Responsibility.

Not only do our chemistry-free plates eliminate a significant source of toxic emissions associated with conventional offset printing, our platemaking process does away with the need for film and its associated environmental impact. Because Presstek plates are created directly from a print-ready file that has already been proofed, plates are more likely to be right when they get to the press. And when Presstek-enabled direct imaging presses are used, the results are even better. The high level of automation in these presses ensures that the file will be printed right the first time, and sellable sheets are delivered by the press with fewer sheets of waste.

From print-ready file to sellable sheets, Presstek is truly A Smarter Way to Print.

Presstek, Inc. is a leading developer and manufacturer of digital laser imaging and chemistry-free plate technologies for the printing and graphic arts industries. Presstek's patented DI®, CTP and chemistry-free plate products eliminate photographic darkrooms, film and toxic processing chemicals, fostering a more productive printing workflow, lowering overall production costs and reducing environmental impact. The company's Lasertel subsidiary supplies it with the valuable resources necessary for its laser imaging systems. Because Presstek manufactures both the laser diodes and plate media, it is able to combine these two technologies into a system that delivers optimum performance.

Presstek partners with the world's leading press manufacturers, enabling over 90% of the DI presses installed worldwide. Presstek's Dimension Series of CTP systems are available in two-, four-, and eight-page models. The company also manufactures chemistry-free printing plates for both DI press and CTP applications. For more information Phone: 603-595-7000. www.presstek.com



Printable Technologies, Inc. - Booth #5432

Printable is the leading provider of online technology to print suppliers and print management companies, enabling them to offer online ordering, tracking, and output of variable data, on-demand, and inventory print items by end users from catalogues and job submission centers that are set up, controlled and maintained through existing prepress and production staff. Printable's mission is to provide a powerful and flexible platform that brings value to the entire online procurement

process - the customer experience, supplier roles and the production process. By providing key efficiencies for every aspect of the procurement process, the printer will enjoy increased revenues, new business growth and increased customer retention in all program areas.



- Featured this year at Graph Expo is **PrintFusion 3** -- true online variable data printing through our flexible and scalable PrintOne Customer Centers. Create multi-page, multi-record press-ready artwork from database files, data streams, form input, and more. Printable goes far beyond online print buying to provide a complete e-business solution, which printers can adopt one component at a time. Phone 800-220-1727. www.printable.com

PrintLink - Booth #4927

Printlink provides nationwide **staffing solutions and permanent placement** for all print, prepress, document management and eMedia technologies.

Our industry-specific recruiters conduct all searches with professional, personalized attention and strict confidentiality for discreet hiring assignments. Candidates are prescreened and matched by qualifications, geographic preference and compensation requirements. PrintLink caters to senior and middle management positions. Visit us at our booth and access our website.

www.printlink.com

Print Solutions Magazine - Booth #1948

Print Solutions is the award-winning magazine for entrepreneurs who produce and sell commercial printing, promotional products, digital printing, labels, envelopes, variable imaging, plastic cards, secure documents, bar coded products, forms, letterhead, binders, mailers and more. Visit booth 1948 for a free subscription and sample copy. Phone 703-836-6225.

www.printsolutionsmag.com

Prism USA - Booth #5237

Prism USA , a world-wide leader in the development of print management software, will be presenting all of its software products and data collection systems, for printing companies of all sizes.

- **Prism Enterprise**, for the small to mid-sized printing companies will be presented with its integrated accounting suite for the first time. Its latest release, Version 6.0, will also be highlighted. Prism Enterprise will also demonstrate integration with Printable Technologies' e-commerce products, and Creo's UpFront imposition software.

- **Prism WIN**, a completely flexible management system, designed for the larger printing companies, will be presented in its entirety, and for the first time, its integration with Creo products via the new NGP Partnership program.

Demonstrations of the Prism/Creo integration will take place at the Creo booth, with information available at both Prism's and Creo's booths.

- **Prism QTMS** will be showing both the GEM system for sheet fed presses and binders, and QTMS for web presses. QTMS is the world-wide leader in the management of paper usage, paper waste, and equipment performance. Simulation demonstrations will be conducted at the booth throughout the show, for both GEM and QTMS. www.prism-usa.com



Radius Solutions - Booth #4754

PECAS Vision II, is the latest release of ERP software. PECAS Vision, offers a low risk option for anyone in search of a print or packaging management information system. This new product supports a modern N Tier architecture, and scales easily across multiple operations, countries and languages. What's more, with PECAS Vision II, customers can improve their performance in the following functional areas:

- **Estimating:** allows for accurate and fast estimate production, as it's custom engineered to fit the sophisticated requirements of the commercial print and packaging industry.
- **Order Handling:** when it comes to Order Handling, PECAS makes entering an order as simple as picking up the original sales estimate. And, quantity changes can be accommodated without the need to manually re-estimate.
- **Raw Material Control:** PECAS' integrated Raw Materials module ensures that each customer will stay in control of the complete procurement cycle - from requisition to issuing a job.
- **Scheduling and Data Collection:** The Scheduling module features a highly intuitive electronic planning board. Customers can manipulate the plan by dragging tasks with the mouse, or using the Automatic Scheduler to create optimized plans. Planners can also utilize "what if" capabilities to test various scenarios before publishing the plan to the entire plant.

www.radiussolutions.com

Rampage Systems, Inc. - Booth #5018

New from Rampage Systems is Version 9 featuring **PDF-NORM and ROOM workflows**, Mac OSX Client software, JDF-based imposition, Rampage Segundo for hybrid stochastic screening, and new trapping functions for varnishes, bump colors, and mitered traps for up to 32 separations.

- Also shown will be **Rampage Remote**, a \$16,000 system for Internet-based proofing and collaboration, which is seamlessly integrated with Rampage or Brisque workflows. Remote has no usage fees and allows print buyers to securely check job status, proof content, measure color, check ruleup, annotate, hard copy proof, etc.

- Rampage will also show **CEGway**, which enables Brisque to work with plating and proofing systems from leading manufacturers including Fuji, Epson, Tekgraf, and others. www.rampageinc.com

RealTimeImage - Booth #5137

RealTimeImage (RTI), the standard for online proofing and approval management showcases its 2003 GATF Intertech Award-winning RealTimeProof technology. GATF bestowed the distinguished award in recognition of RealTimeImage's innovative online proofing technology found in its RealTimeProof Express solution. "It will enable the industry's transition to soft proofing, not only for content proofing but also for contract color proofing," noted a GATF InterTech Award judge.

- **RealTimeProof Express** is based on RTI's revolutionary, high-resolution Internet imaging platform featuring the highest industry standard for color managed, web-based proofing, approval, and collaboration workflows. RealTimeProof Express, the hybrid ASP/local system, combines the workflow management efficiencies of the RealTimeProof.com ASP with a local, high-resolution streaming server. RealTimeProof Express is most suitable for high production volumes or multi-site companies looking for local, secure, image streaming with centralized administration.

- RTI will also showcase its complete family of **RealTimeProof online proofing** featuring new color management advancements, localization and OSX compatibility and other new features. According to RTI, consequently, even less iterations of hard copy color proofs need to be generated, distributed, and waited on by clients, agencies, prepress shops, printers, and publishers.

- RealTimeImage powers online proofing solutions for WAM!NET, Kodak Polychrome Graphics, AGT, QuebecorWorld/Acme, RR Donnelley, Sandy Alexander, IPC/MailWell & many more. Look for partnership updates including news on RealTimeImage's latest collaboration with EFI – this time pairing RealTimeImage with Best ink jet proofing solutions. www.RealTimeImage.com and/or www.RealTimeProof.com

Rochester Institute of Technology / Printing Industry Center - Booth #5421

Dedicated to the study of business environment influences in the printing industry brought on by new technologies and societal changes, the **RIT Printing Industry Center** addresses the printing industry's concerns through the following activities.

- **Research:** RIT was designated a Sloan Foundation Industry Center in 2001 and is supported by fifteen leading companies—a testament to RIT's commitment to growth in the printing industry. Expert faculty researchers in printing and business build and carry out the multidisciplinary research initiatives adopted by the Center, including: Industry Definition and Strategic Analysis, Processes, Productivity and Profitability, Cross-media Migration and Integration, Digital Color Printing.

- **Education:** With over 50 years as the leading institution for graphic arts education, the **School of Print Media at RIT** provides future industry leaders

with undergraduate and graduate programs focused on pertinent industry technology and issues.

- **Industry Education Programs (IEP)** provides education for the industry in traditional and digital technologies using world-renowned instructors, comprehensive press labs, and state-of-the-art imaging facilities. Programs customized to a company's specific needs are delivered on campus or at the company facility.

- **Evaluation Services:** Leveraging RIT's intellectual resources and comprehensive collection of full-scale contemporary printing equipment, the **Printing Applications Laboratory (PAL)** provides industry with the most comprehensive facility for applied research services, including printing, paper and material evaluations, product audits and development, competitive benchmarking, and process improvement.

[WWW.rit.edu](http://www.rit.edu)

Roll Systems - Booths Xerox 1016, CP Bourg #3602, Xeikon #1540, GBR #437

Roll Systems is exhibiting with several of our partners at Graph Expo:

- In the Xerox booth, **Roll's DocuSheeter DT** roll feed system with grain rotator option is a key part of Xerox's Manual+Book Factory. DocuSheeter feeds rolls of 60,000 sheets to the Xerox DocuTech 6180, for 10 hours or more between loads, increasing printer and labor productivity. CP Bourg finishing modules complete the solution, producing manuals or books in-line.

- Roll joins with CP Bourg and Xerox again in the Bourg booth, exhibiting a **Signature Stacker** handling output from the Bourg BPRF module. The Signature Stacker stacks folded signatures and offsets book blocks. The finished book blocks are immediately available, making the Signature Stacker ideal for off-line/near-line bindery operation.

- The **Digital Color Unwinder** is feeding a Xeikon DCP 500/D in the Xeikon booth. Roll's Digital Color Unwinder feeds jumbo rolls to the Xeikon color printer, generating substantial paper savings, a reduction in paper waste, and a boost in productivity.

- In the GBR booth, **Roll's Inserter Unwinder** is feeding the MB Select, an on-line special system for creation of service manuals with pull-out technical sheets. For more information call 781-229-2266. www.rollsystems.com



Scitex Digital Printing

Show Theme: Printing Freedom that Runs the Gamut

Printing Freedom is realizing flexibility and potential in your digital printing investments. It means escaping the boundaries of limited functionality. The wide array of digital print possibilities will show printing freedom that runs the gamut at Graph Expo 2003.

Main Booth #1056

VersaMark® Vantage™ – Roll to Roll – 5 Printheads with the S400 Galaxy Controller

The VersaMark® Vantage™ is an integrated digital printing system capable of producing 100 percent variable data in black, spot color or CMYK process color, depending on the configuration. The VersaMark Vantage makes variable data color printing affordable for everyone. Its low price and smaller footprint give VersaMark Vantage broad appeal to transactional document and commercial printers with lower volumes and smaller facilities. It allows printers with monthly print volumes as low as three million images per month to realize a positive ROI printing Business Color™.

Dijit® Passport™ 4300 UV – It is an integrated industrial printing system that features a full 2.5" print width incorporating piezo drop on demand technology UV curable ink and UV dryer. It has printing resolution of 300x300 dpi, print speeds up to 330 fpm, and the ability to print on an extremely wide variety of substrates which makes its ideal for packaging and plastic card applications.

Dijit® 6240 on a Kepes Mail Base – The Dijit® 6240 is a 4.27 inch digital printing system that features resolutions of 240 x 240 dpi at speeds up to 1,000 feet per minutue. The Dijit 6240 printing systems is fully featured and modular. Each model accommodates a variety of software applications to assist in job layout, setup and font selection and each features a wide variety of ink colors for the widest possible selection in color matching. It is ideal for personalization, graphics, addressing, barcoding, numbering and logos.

Mailing & Fulfillment Booth # 3673

Dijit® Passport™ 4300 with 2 printheads, black and red along with a Dijit® Liberty™ 7122 on Kepes Mail Base with tip on Read and Print with an Axode Camera System.

These systems will demonstrate printers optimized for high-speed addressing, barcoding, numbering, and personalization with graphics and logo printing capabilities. These 1-inch to 2.5 inch print arrays offer true production speeds at low operating costs. A printer can mount these printers on a mail base or add value to current equipment – like presses, folders, bindery lines, inserters, and collators – by integrating these modular digital printers inline with printing converting, and finishing systems.

StaffingTools.com - Booth #4962

StaffingTools.com, the leading provider of affordable Prepress Training Solutions for companies such as Applied Graphics Technology, Bowne of Canada, Ltd., and Transcontinental Canada; showcases its latest course offerings including: Font Management in OS X; Creo Preps; Enfocus PitStop Server; Pantone Hit The Spots; and coming soon, Acrobat 6; QuarkXPress 6 and Masking in Photoshop 7.

- StaffingTools.com courses include pre-tests, customized training curriculums, post-tests and certificates of completion. Students learn at their own pace, anytime 24/7 without travel expenses or lost production time. The courses include unlimited access to retest and retrain for a full 365 days a year.
- StaffingTools.com offers a hosted **Learning Management System** (LMS) that requires no additional hardware or software purchases so companies can ensure that its employees are completing courses on time and with the test scores that they want them to achieve.
- The company's extensive Prepress and Graphic Arts Library of 35+ unique training and testing courses comprises the world's most popular programs - e.g., Photoshop, Quark, PitStop, Preps -- and soon, OS X fundamentals. For more information visit StaffingTools.com at Graph Expo booth #4962 or visit **www.staffingtools.com**

Standard Finishing - Booth #3430

Standard Finishing System's reputation has been built on high-quality, high-production print finishing products and service excellence. Standard specializes in high-production floor model equipment, and is proud to offer a comprehensive line of collators, perfect binders, bookletmakers, saddlestitchers, folders, and cutters, designed to meet the most demanding finishing requirements.

- In response to the special needs of the expanding digital print-on-demand Marketplace, SFS also provides a complete range of in-line, **off-line, and automated off-line finishing products** including sheet feeders, unwinders, cutters, and rewinders. SFS also offers other finishing products such as counters, drills, jiggers and spine-tapers.

- For the first time at Graph Expo, Standard will show the Standard Horizon **StitchLiner 5500**, bridging the production gap between existing flat sheet collating/booklet making systems and conventional high-volume saddlestitching lines. Offset or digitally printed flat-sheet signatures are fed from the Standard Horizon SpeedVAC collator to produce saddlestitched booklets with full bleed trimming, at up to 11,000 two-up booklets/hour.

- The Standard Horizon **BQ-270 Perfect Binder** will be showcased. The BQ-270 features high-quality production perfect binding with fully-automated operation and push-button simplicity, and is designed for single-person production up to 500 books/hour. Features include an intelligent touch-screen console, automatic air-suction cover feeding with in-line scoring, and job programming.

www.standardfinishing.com

Stora Enso North America - Booth #2870

Stora Enso North America, a division of the northern Europe-based Stora Enso Group, is a leading producer of coated and supercalendered paper for the printing and publishing industries. Stora Enso North America employs 6500 people in 27 locations in Canada and the United States and delivers 2.8 million tons of paper products annually to North America. Exhibiting in booth # 2870, Stora Enso will be presenting a full line of coated and uncoated papers, highlighting:

- **Centura** is a 100% Premium, coated paper. But what makes a paper premium? It's more than a brightness number or unprinted sheet of paper. Find out what makes Centura, 100% Premium. Talk to a Stora Enso representative about the benefits of Centura's four finishes: Gloss, Silk, Dull and Matte - and don't settle for less than 100%.

- **Stora Enso Digital Papers** offers a full line of coated and uncoated papers designed for today's digital technology. 4CC Color Copy and Futura Laser will be two of the Digital Papers showcased in live demos at our booth on a Canon color copier. Discover which paper is right for your application and made for your machine. For more information, call 888-807-8672 or visit

www.storaenso.com/na

Tailored Solutions Inc. - Booth #4668

Tailored Solutions, Inc. is a software solutions company specializing in automated job management systems for the printing and graphic arts industry.

- **Label Traxx™ software** for the Flexographic printing.

- **Litho Traxx™ software** for the Lithographic printing and Pre-Press industry. Both products offer a truly cross-platform, fully integrated, business management system for medium sized commercial printers. The software is designed for front-to-back production control with practical tools for management overview, all the while maintaining ease of use. The modular system includes everything from estimating/ order processing, purchasing, inventory, scheduling, quality control, along with fully integrated accounting (not third party software) and fulfillment with Internet capabilities.

At the show, Tailored Solutions Inc. will be introducing advanced ABC costing tools and reporting functions with its easy to use, background capture, of upfront activities, as well as an expanded estimating decision support tool, designed to analyze all quantities, profits and value added on one screen. We will also be introducing our e-mail alert systems that allow up to date status reports of critical operations from the plant floor. For more information please contact Mike Tischer at (414)774-9997 or visit our website at www.tailored.com

Ultimate Technographics - Booth #4640 (XpedX)

Ultimate Technographics develops prepress workflow software for Imposition, Trapping and PDF Normalizing. Ultimate Impostrip provides significant advantages over competing imposition solutions, including; unlimited client imposition workstations, and client server imposition workflow for FASTER film and plate making and a choice of Mac OS 9 OS X and Windows 2000 workstations. Impostrip can be used on a single desktop, as a client server or integrated into leading brand proprietary workflows as an additional imposition solution.

- **IMPRESS** is the ideal imposition solution for print on demand workflows providing an automated and simplified imposition workflow for 4-UP CTF/CTP devices as well as digital printing presses. IMPRESS works on Mac OS 9, OS X and Windows 2000

- **Free download demo software and online QuickStart training videos!**

Ultimate has just recently developed a series of industry first Imposition QuickStart Videos that demonstrate just how easy it is to impose your files with Impostrip and IMPRESS, the videos are available free online at the Ultimate Web site. Ultimate distributes its products worldwide and licenses its imposition technology to Kodak, Creo, Xeikon and other companies. For more details:

www.ultimate-tech.com

WGMT (Women in Graphic Media and Technology) - Booth #2679

WGMT (Women in Graphic Media and Technology) is a not-for-profit professional association dedicated to supporting the leadership of women in the fields of graphic communications, digital technology, content management, printing, publishing, packaging, pulp & paper, and related industries. WGMT was created when a group of core believers realized that there was not a national professional association that offered women support services specifically focused on the three domains: Graphic Communications, Media, and Technology.

- WGMT's singular focus is the advancement of the private/public partnership in today's society. WGMT's mission is to network high-caliber professionals so that they may exchange knowledge capital in a non-competitive environment. WGMT offers members the opportunity to give back to peers and new professionals by volunteering subject matter expertise, personal experience, guidance, mentoring, and fellowship. **WGMT promotes the professional development and growth of women** through Mentoring, Job Boards, Networking, Motivation, Empowerment, Venture Consulting, Recognition, and Support Services. For

more information about WGMT, contact Julie Brink, Raine Consulting Inc. at: jBrink@RaineConsulting.com, by phone at: 630-629-3410. www.wgmt.org

Xeikon/Strobbe - Booth #1540

Xeikon is the world's leading provider of digital color printing solutions for professional applications in the commercial printing, production variable data, packaging, label and special applications markets. These systems have been specifically designed to meet the quality, speed, reliability, cost and variable content requirements of the global digital printing market.

- Xeikon America will demonstrate the **DCP500D**, the fastest (8,280 iph) and the only 20" wide digital color production press on the market, featuring Xeikon's unique One-Pass Duplex printing. Strobbe manufactures computer-to-plate solutions and variable size offset plate benders for the forms and direct mail industries.

- Strobbe is also the **world leader in CTP solutions** for the newspaper industry (OEM Agfa). Strobbe will be showing it's latest state-of-the-art plate setters and benders, and their unique front-end systems. Xeikon/Strobbe, 1375 East Irving Park Road, Itasca, IL 60143, (630) 438-7900. www.xeikon.com



Xerox Corporation - Booth #1016

Overview:

Xerox to Combine World of Color, Customization with Advances in Workflow Technology at Graph Expo 2003.

- Commercial printers, quick printers and others in the graphic arts industry need new prepress and printing tools to boost revenue in an increasingly colorful, customized document market - and Xerox will demonstrate how to meet those demands with a business building portfolio of workflow solutions, software, systems and services at Graph Expo 2003.
- Xerox will showcase innovative **book publishing, 1:1 marketing and short-run printing** applications and will feature its industry-leading range of production-level color and black-and-white digital printers and presses from its **DocuColor, DocuTech and DocuPrint** lines. In addition, Xerox will announce new updates to its FreeFlow Digital Workflow Collection and will deliver business learning sessions and sales and marketing tools to help customers transform their businesses, improve efficiencies and build new revenue opportunities.
- Xerox will also showcase "real-world" print samples and creative applications from customers who have successfully incorporated value added services such as customization, on-demand book publishing, and direct mailing their offerings for healthcare, real estate and financial services firms. Complementing the display will be the latest automated in-line and bound color document production on the Xerox DocuColor iGen3(tm) DigitalProduction Press.
- Anchoring Xerox's 16,800-square-foot booth is a **workflow theater** where people can attend free training seminars offering tips and "best practices" on a variety of topics including how to start a variable data printing business and how to maximize printing workflows from job submission through invoicing.
- Xerox will showcase a breadth of industry innovations that will enable commercial printers, and others in the graphic arts industry, to generate new revenue opportunities, improve their productivity and reduce costs. Xerox will demonstrate a leading **portfolio of workflow solutions**, systems, software and services while highlighting book publishing, 1:1 marketing and short-run printing applications. Business development seminars will be held in the booth to offer tips and instruction about topics such as variable information and maximizing printing workflows. Xerox will feature its industry-leading range of production-level color and black-and-white digital printers and presses from its DocuColor, DocuTech and DocuPrint lines. Product announcements and a showcase of solutions and services will emphasize Xerox's customers' work across all facets of the printing industry.

Products featured in the Xerox booth will include:

DocuColor iGen3 Digital Production Press: The DocuColor iGen3 Digital Production Press delivers what customers are asking for—high quality, short-run, full-color printing with the ability to produce quick turnaround times and every page to be customized and personalized. The DocuColor iGen3 is allowing printers to increase their volume, revenue and have the ability to create or expand markets. The breakthrough technology of the press results in dramatic advances in imaging, paper handling and control technology. The DocuColor iGen3 is delivering the flexibility and economics of digital printing while producing output with the look and feel of offset printing.

DocuColor 6060 Digital Color Press: Engineered for commercial printers, in-plant and quick-print professionals, the DocuColor 6060 produces customized brochures, one-to-one documents, and other print jobs on a wide variety of paper stocks, all with outstanding image quality. The digital color press prints 60 full-color pages per minute and delivers improved color consistency and front-to-back registration.

DocuColor 3535: The Xerox DocuColor 3535 Printer/Copier combines Xerox-exclusive Emulsion Aggregation (EA) toner with the market-proven print engines of the Xerox DocuColor 12 and DocuColor 2000 families. The DocuColor 3535 prints and copies up to 35 color or monochrome pages per minute and is the fastest product to incorporate the advanced EA toner technology.

Xerox 2101: The Xerox 2101 Digital Copier/Printer prints or copies as many as 101 pages per minute and addresses the growing need for advanced finishing, printing, copying and network scanning capabilities in high-volume office environments and low- to medium-volume print shops. The product offers a competitively priced feature set for entry-level print-on-demand, and for additional integration with color documents is the only product in its class with a scanner that scans in black-and-white or full-color mode.

DocuPrint 75 MX: The Xerox DocuPrint 75MX brings advanced MICR (**Magnetic Ink Character Recognition**) capabilities to mid-volume and distributed production environments. The product prints as many as 75 impressions per minute, has print resolution as high as 1200 by 600 dots per inch, and is designed for service bureaus, corporate data centers and companies in financial services and insurance that produce checks and negotiables for payroll, billing and accounting services. It also is ideal for lower-volume, distributed MICR environments and for non-traditional MICR applications, such as coupons and concert tickets.

DocuPrint 850 CF: The DocuPrint 850 **continuous feed printer** from Xerox targets high growth segments in print-on-demand (POD) and publishing, as well as transaction work, with a switchable pinless or pin-fed paper transport. It prints at 195 feet per minute or 850 two-up duplex impressions per minute. To meet POD and publishing requirements, the DocuPrint 850 prints PostScript and PDF files at 600 dots-per-inch print resolution using a Xerox DocuSP controller and DigiPath Production Software. **For further information:** Call 1-800-ASK-XEROX. www.xerox.com

X-Rite - Booth #5054

Companies rely on X-Rite to ensure color accuracy and data communication when **color critical output** is necessary.

Color Management - With the recent acquisition of **Monaco Systems**, X-Rite's product offering is strengthened, offering a total hardware and software color management solution.

X-RiteColor® Ensemble - Instruments and software **for complete digital color management** of digital cameras, scanners, inkjet printers, and other devices. Comprised of spectrophotometers, monitor optimizers, and Monaco Systems software, X-RiteColor Ensembles create ICC profiles quickly, easily and reduce the number of re-dos and reprints.

DTP41- Series II autoscan **spectrophotometer** gives exact color measurements.

ColorShop™ X - combines X-Rite's precision color and profile analysis solutions into a single package for **Macintosh OS X** users.

Prepress

500 Series Spectrodensitometer - A rugged-reliable **hand-held** with a variety of features and levels to fit your needs.

New! X-RiteDot™ - Provides the most accurate solution for evaluating dot percent.

Ink Formulation

939 Spectrodensitometer - The ultimate 0°/45° and has the best accuracy and inter-instrument agreement.

X-RiteColor® Master Web Edition - A new version of X-RiteColor Master formulation and quality assurance software created to work in a **server-based computing** environment.

Press Room

ATS/ATD X-Rite's color measurement scanning systems tighten quality parameters while **reducing make-ready time**.