

Dainippon Screen's Inkjet Technology Promotes On-Demand Newspaper Production — Atlas Printing Press in Dubai Starts Use of Truepress Jet520 —

Atlas Printing Press in Dubai has installed Screen's Truepress Jet520 full-color variable printing system for on-demand newspaper production.

The Truepress Jet520 is known as the printer with the worldwide number-one market share in the high-speed full-color variable printing segment.* In short, it has a trustworthy record of installation of more than 200 units worldwide, including in OEM equipment. It has delivered reliable results and experiences for successful owners worldwide in the production of trans-promotional tools such as direct mails or on-demand book production such as textbooks and manuals. Now, Atlas Printing Press' successful business start-up in on-demand newspaper production using the Truepress Jet520 has surely attracted new business in the Middle East region and proven how flexible the printer can be.

On-demand newspaper production targets travelers or short-stay businesspersons. It allows the production of various short-run newspaper titles when and where they are needed. It can eliminate airfreight costs and time losses from home countries, and Dubai, the center of business and tourism in the Middle East, is the perfect place for the combination of multiple newspaper titles with small circulations. In this case, publishers' needs to maintain market presence and reader loyalty correspond with a business demand for being able to offer same-day newspapers to customers as part of hospitality services.

Amit Radia, CEO of Atlas Printing Press, says, "Being the first to invest in this technology in the region, and the second worldwide, is a great step toward developing an important niche sector in media distribution in the UAE. The data for the different newspapers starts to arrive at around 7:00 pm local time and the press starts to print copies immediately. If the client requires a print run of 20 or 1,000 copies, they are produced quickly, automatically and with very little waste."

Initial discussions took place three years ago between Screen and Atlas Printing Press and, after a very thorough evaluation process, the Truepress Jet520 was selected due to its high quality and the reliability that Screen is renowned for.

* According to Screen's research

**Amit Radia, CEO of Atlas Printing Press,
holding a trial sample of a newspaper.**

Please download the photo from
<http://www.screen.co.jp/press/nr-photo/indexE.html>

