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**The star player for Dainippon Screen Mfg. at IGAS 2007 is a
“Super salesperson in a certain printing company”
— Solving clients' problems effortlessly one after another —**

The Media Technology Company (President: Kyohei Fujisawa) of Dainippon Screen Mfg. Co., Ltd. (Headquarters: Kamigyō-ku, Kyoto) will set up a booth with the theme of “One Source Multi Print” at International Graphic Arts Show 2007 (IGAS 2007), a comprehensive exhibition of printing machines and components, to be held at Tokyo Big Sight in Ariake, Tokyo from September 21 (Fri.) to 27 (Thu.).

< Star player in Dainippon Screen booth is a “Super salesperson in a printing company” >

The main feature in our booth's presentations and demonstrations will be a “Super salesperson in a printing company.” He works for a printing company that provides clients with one-stop service, introducing solutions using Dainippon Screen's “One Source Multi Print.” The presentation begins when he is requested by an advertising agency to produce a catalog for a company preparing to sell a new product. The super salesperson proposes a wide variety of one-stop service solutions, frequently used by printing companies to remain competitive, such as utilizing hybrid workflows.

In each section of the booth, printing demonstrations using One Source Multi Print solutions are made based on this super salesperson's proposals for the advertisement agency. They include not only general offset printing but also short-run and wide color gamut printing utilizing hybrid workflows and printing for various media such as packages, seals, newspaper advertisements, direct mail, and signs and displays.

Below is the PDF workflow proposed by Dainippon Screen and the new concept of one-stop service in the introductory phase of digital print on demand (POD) printing.

< Purpose of One Source Multi Print >

“Employing workflows that don't specify the PDF output form”, advocated by Adobe Systems, with which we have a strong cooperative relationship, can be rewritten as Dainippon Screen's solution as follows: “Received data is converted into RGB/PDF file format, and a workflow is then developed in a prepress or printing department where, from one original PDF file, optimum data is output to prepress and printing production for each printing method and device.” We represent this workflow as “One Source Multi Print” and position it as our exhibition theme at IGAS 2007.

To realize the concept of One Source Multi Print by combining major DTP applications that share the Adobe PDF Print Engine (APPE) such as Adobe Creative Suite 3 and Trueflow SE, from June to August, 2007 we held Trend Seminar 2007, seeing 2007 as the first year of the PDF breakthrough since the beginning of the year. In partnership with Adobe Systems, we are aggressively promoting the conversion of received data into PDF format.

For printing and prepress companies that handle offset commercial printing materials, which are our major customers, expanding orderable items has been a difficult challenge for various reasons. For example, as disintermediation progresses due to increased digitization, very little profit is generated simply by providing intermediate services. Moreover, companies that don't have their own prepress and printing facilities and skilled human resources cannot get orders for printing material-related work other than offset, such as flexo printing and silk screen.

By introducing our One Source Multi Print solution, however, customers can now realize order acceptance and outsourcing of non-offset work by using PDF files. This includes work related to signs and displays that can now be performed by inkjet POD, and work such as the development of two-site operations with colors. As a result, our customers can provide their clients with one-stop service and thus remain competitive in the business.

In other words, Dainippon Screen considers one-stop service for printing companies as being able to expand orderable items in today's digital age by using One Source Multi Print solutions to meet client companies' various printing demands.

Unlike APPE-mounted workflows in other companies, our One Source Multi Print solution has the following features.

1. Enhanced performance, including two-site operation of outline PDF files, and know-how and information disclosure related to PDF workflows, as typified in the "Trueflow Output Guide," downloaded more than 400,000 times by those related to the industry.
2. Our proprietary technique of a "Colorgenius image processing engine" that operates using a PDF workflow.
 - (1) Implementing "two-site operation with colors"

The intentions of colors and print completion are shared between two processes, design/production and print/prepress, enabling instructions to be exchanged between them.
 - (2) Conditions such as reuse of proofed material data can be reproduced and sharpness can be optimized.

< Sections and main exhibited products >

1. PDF creation and Trueflow SE

One Source Multi Print solutions are used to accept RGB and PDF data, perform offset printing, and output optimum data to various printing media via POD. We introduce a workflow with Trueflow SE as its core.

(Exhibited products)

- | | |
|------------------------------------|-------------------------------------|
| - JDF/CIP4-capable workflow system | Trueflow SE (new product) |
| - RGB image optimization software | Colorgenius AC/DC (new version) |
| - Color optimization software | Polished Color Server (new version) |
| - PDF Web creation system | Riteportal SE |

2. Catalog printing

We introduce catalog printing solutions including general offset printing, a hybrid workflow that uses POD based on the number of copies and delivery date, and high value-added wide color gamut printing.

(Exhibited products)

- | | |
|-------------------------------------|---------------------------------|
| - A4 8-page thermal CTP | PlateRite 8800 series |
| - Manual-type thermal CTP | PlateRite Niagara (new product) |
| - Four-color digital offset printer | Truepress 344 (new version) |
| - Color proofing system | Labproof SE |

3. Labels and Packages

We propose high value-added printing such as multi-color printing and combination printing that combines various printing methods. We also introduce label and package solutions that use various printing methods as required such as resin letterpress, flexo printing, and offset printing.

(Exhibited products)

- | | |
|-------------------------------|---|
| - Letterpress and flexo CTP | PlateRite FX870 |
| - Package editing software | Packstudio SE (new version) |
| - Flexo imposition software | FlatWorker FlexoEdition |
| - Package imposition software | FlatWorker PackageEdition (new version) |

4. Newspapers

We show a CTP lineup that satisfies various needs of the newspaper industry such as quality and productivity (speed, number of copies), and propose a total solution using color matching, proofing and multi-screening. For future use, we also introduce inkjet newspapers created using the Truepress Jet520.

(Exhibited products)

- Thermal CTP for newspaper industry PlateRite News 2000 series

5. Billing statements and direct mail

We introduce a total solution from front-end to post-processing for full-color variable printing of high-quality billing statements and direct mail to which optimal advertisements are attached tailored for each customer based on their purchase history.

(Exhibited products)

- Full-color variable print system Truepress Jet520 (Single Engine Duplex model: new product)
- Variable editing software Varystudio (new product)

6. Signs and displays

In addition to the state-of-the-art Truepress Jet 2500UV, a UV inkjet print system that has achieved high quality and high productivity, we introduce many applications that combine a variety of media. We also offer solutions to meet various industry needs, such as in the fields of signs and displays, like high quality, fast delivery and multi-product support, all increasingly being demanded with further expansion of the printing business.

(Exhibited products)

- Wide-format UV inkjet print system Truepress Jet2500UV (new product)

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