

## **Truepress Jet520 solution on display at drupa 2008 A lineup of POD options for different printing variations**

The Media And Precision Technology Company (President: Kyohei Fujisawa) of Dainippon Screen Mfg. Co., Ltd. (Headquarters: Kyoto, Japan) will be exhibiting the Truepress Jet520 solution, which is suitable for a wide variety of printing applications, throughout the two-week-long drupa 2008 International Trade Fair, which takes place in Düsseldorf, Germany between May 29 and June 11.

In recent years, the need for Print on Demand (POD) has increased in every printing field. Since its commercial release in 2006, the Truepress Jet520 full-color variable printing system has received rave reviews as an on-demand printing system for a variety of applications, including the printing of newspapers, direct mail, invoices, books, and more, and it is now the number one system of its kind worldwide.

At its drupa stand in Hall 8b, Screen will feature two separate Truepress Jet520 lines focusing on different applications. A full duplex line (two engines) will highlight newspaper production with live printing of several major international publications including the Daily Mail, Le Monde, El Pais, and Asahi Shimbun. The newspaper will be finished on-line by a Hunkeler newspaper system. When it is not printing newspapers, this line will be used to print a range of Print on Demand products, such as brochures.

As part of its on-demand newspaper solution, Screen will also demonstrate its dedicated newspaper workflow application, Newsworker. Newsworker is an InDesign®-based tool that automates newspaper production starting with the receipt of a publisher's PDFs.

The second line will be the first European demonstration of the Single Engine Duplex (SED) machine. The SED has the flexibility to print either the full 520 mm width of the machine on one side of the paper (simplex) or up to 250 mm on both sides of the paper (duplex). During the show, this line will be used primarily for variable data applications such as direct mail and TransPromo printing.

Several of the jobs that will be output on the SED machine will be created using Screen's new variable data application, Varystudio. Varystudio can be used to create variable data files with output optimized for the Truepress Jet520. Like Newsworker, Varystudio is very easy to use, since it is also based on Adobe InDesign.

Yoshinori Tsuruya, Vice President and Director of the POD Business Division at Dainippon Screen's Media And Precision Technology Company has expressed his satisfaction with the success of the product over the first twelve months of sales. "This is a machine that is available today and one that is already being used to produce a wide range of different work. With the different machine specifications, inks, finishing options, and workflow solutions it offers for specific markets, we feel the Truepress Jet520 is the most flexible high-speed inkjet machine on the market. Through our own sales channels and our OEM partner, InfoPrint Solutions Company, the Truepress Jet520 and InfoPrint 5000 have been installed at the production facilities of many customers around the world. These machines are running a variety of production applications, with high customer satisfaction. We look forward to expanding that success to include many new customers with different needs," said Tsuruya.

At drupa 2008, Screen will introduce a lineup of the industry's top POD equipment, including Screen's Truepress Jet520 solution. The display of the Truepress Jet520 solution at drupa will help strengthen Screen's existing brand and create new brand recognition in a printing industry that is using more and more POD, supporting Screen's position as a leading company in the world printing and prepress market. Screen will also continue to present information on new ways of doing business in the printing industry while working towards a shared future with its customers under Screen's "Creating a Future in Print" theme.

## About InfoPrint Solutions Company

For more information visit <http://www.infoprintsolutionscompany.com>



### Truepress Jet520 Single Engine Duplex

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

## Overview of Screen's drupa exhibit

drupa, which is one of the printing industry's four big trade shows (the other three are IPEX, in the United Kingdom; Print, in the United States of America; and IGAS, in Japan) takes place in Germany once every four years. The drupa 2008 International Trade Fair will be the largest drupa ever, with over 170,000 square meters of exhibition space and more than 1,800 companies from over 45 countries exhibiting their products. More than 400,000 are expected to attend.

Dainippon Screen's drupa stand (Hall 8b, Stand No. A61) will be based around the theme "Creating a Future in Print". The printing industry is undergoing a paradigm shift to more tailored printing, and Screen will showcase not only products suitable for mass production, but also cutting-edge products that can output personalized items. One highlight among the new products is EQUIOSNET, a new printing business solution that is perfect for POD workflows.

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