Digital Technology Trends *Pro Version*
by Howie Fenton, Prinicipal, DTP Ink

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⇥ **New Trendwatch Study**

On August 14 TrendWatch a market research company announced a summary of there latest research project:

- ➢ 40% of a commercial printers' jobs, run on a digital color press (i.e. Indigo), are under 100 copies (brochures and business cards are the top applications for digital printing);
- ➢ 60% of a commercial printers' jobs run on a digital color press and are not variable, while 25% are variable, changing text and graphics;
- ➢ 37% of commercial printers say they expect to use fewer conventional offset plates in the next 12 months and 39% plan to either start using or use more digital plates;
- ➢ 27% of commercial printers say they did not do any "analog" (film based) proofs in the last 12 months; 28% reported that their use of analog proofs has declined in the last year; 10% of publishing firms say they are decreasing or eliminating "analog" proofing from film"
- ➢ 53% of design and production firms, and 61% of publishing firms, consistently work on cross-media projects;
- ➢ 35% of design and production firms, who own a digital camera, say their use of color scanners has decreased as a result of owning a digital camera;

http://www.gain.org/servlet/gateway/redirect.html?url=http://65.210.227.16 6/newslink.cfm?vendorid=211%26id=7463

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⏩ NAPL Report Raises Doubts About Industry's Ability to Sustain Recovery

The National Association for Printing Leadership (NAPL) reported a continuing decline in key printing business indicators in its "July Printing Business Conditions Special Update" survey. The association now is projecting total print sales to decline in 2002.

According to NAPL, its Printing Business Index (PBI) fell to 45.1 in July, down from 45.6 in June. The index has now been under the 50.0 mark for three consecutive months and has fallen 15.9% since attaining a 19-month high of 53.6 in April of this year. A PBI reading below 50.0 signifies that more printers report business is slowing than say business is picking up.

"Originally we expected print sales to grow 2.2% to 3.4% in 2002, but that's not going to happen," noted Andrew Paparozzi, NAPL vice president and chief economist. "Our revised 2002 forecast sees printing sales falling as much as 1.9%, following on the heels of last year's 3.9% drop. Assuming no setbacks in our war on terrorism, print sales will advance 6.1% to 7.5% next year as recovery accelerates."

http://207.8.228.27/cgi-bin/redir.html?id=00023760-15196677

⏩ Updated version PPML

PODi announced Version 2.1 of PPML and Version 1.1 of the PPML Job Ticket have been approved by PODi members companies, by unanimous vote. This version includes refinements to the job ticketing logic.

The fundamental PPML 2.0 feature set is unchanged. The updates are technical adjustments that will mostly be of interest to software developers, particularly relating to how job ticket data applies to pieces of a page and the definition of Reusable Data. If your an end user this is most likely too technical. It describes how understand how PPML works at a technical

http://www.podi.org/content.asp?nav=standards&section=standards&pg=ppml-specs

⏩ Color Guide in Pantone Colors Printed by Flexography

Pantone, Inc. in collaborated with the Flexographic Trade School (FTS), a Charlotte, N.C., press operator training school and research center, to print the FTS Flexographic Color Application Guide in Popular PANTONE Colors, the first comprehensive color guide for flexographic printers in PANTONE Colors.

http://ep.pennnet.com/Articles/Article_Display.cfm?Section=OnlineArticles&SubSection=Display&PUBLICATION_ID=29&ARTICLE_ID=151185&pc=ENL

⇛ Apple moves desktops to dual processor

On August 13 Apple Computer released new computers, moving the entire line of desktops to dual processors. The new machines range in speed from a dual 867MHz to a dual 1.2GHz, the fastest chip Apple has ever put in a desktop.

According to Apple, The new machines also feature Xserve architecture with support for up to 2GB of Double Data Rate (DDR) memory at up to 333 MHz, the industry's first ATI Radeon 9000 Pro graphics card and an enhanced enclosure with increased storage up to nearly half a terabyte,

Mac OS X 10.2 "Jaguar" will come pre-installed on these machines - taking advantage of "Jaguar's" advanced UNIX-based architecture and symmetric multiprocessing capabilities. The Power Mac G4 runs applications like Adobe Photoshop up to 90 percent faster than a 2.53 GHz Pentium 4-based PC.

http://maccentral.macworld.com/news/0208/13.powermac.php

⇛ Free Web Directories (catalogs)

Search engine giant Google and online superstore Amazon.com are each testing online catalog directories that are free. Google Catalog Search, launched in December, lists about 3,800 catalogs. Mountain View, CA-based Google collects print catalogs, then scans and converts them into a database that users can search online.

Amazon's catalog directory went live in May. Users access it by clicking the "See More Stores" tab on the home page. Amazon's service has the same "look inside the book" function that the site uses to sell books, enabling visitors to view pages of the catalogs.

http://industryclick.com/magazinearticle.asp?magazineid=153&releaseid=10396&magazinearticleid=153676&siteid=2

⇛ Creo Returns To Profitability

Creo Inc. announced that for the third fiscal quarter of 2002, Creo recorded revenues of $131.8 million compared to $130.1 million in the second fiscal quarter of 2002. Adjusted earnings for the third fiscal quarter of 2002 were $0.6 million or $0.01 per share (diluted) compared to an adjusted loss of $1.0 million or $0.02 per share (diluted) for the last quarter.

http://ep.pennnet.com/Articles/Article_Display.cfm?Section=OnlineArticles&SubSection=Display&PUBLICATION_ID=29&ARTICLE_ID=151598&pc=ENL

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⇥ Creo to Acquire ScenicSoft

Creo Inc. signed a agreement to acquire ScenicSoft, Inc., a company located that develops and markets software for the publishing and printing industries, and is well known for their best selling PREPS imposition software. Under the terms of the agreement, Creo will acquire ScenicSoft for approximately US$9.5 million in a combination of cash, equity and an assumption of liabilities. The acquisition is expected to close within 90 days and is expected to be accretive to Creo's adjusted earnings per share within one year from the close.

http://ep.pennnet.com/Articles/Article_Display.cfm?Section=OnlineArticles&Subsection=Display&ARTICLE_ID=152389&KEYWORD=creo

⇥ Networking without the Wires

Wireless networking is an attractive technology for both professionals in buildings that are difficult to wire and home users reluctant to drill holes through walls and floors. There are pro's and cons of wireless networks as well as new developments.

They allow computers to access the Internet, or share a network as far as 300 feet away from a hub or Internet connection. The most commonly used standard wireless home network, is known as IEEE 802.11b but more commonly known as Wi-Fi. (IEEE stands for the Institute of Electrical and Electronics Engineers; it is responsible for setting many international electrical/electronics standards). It has a theoretical maximum data transfer rate of 11 megabits per second

Wi-FI networks growing in popularity as the technology becomes easier to install and prices drop. The pace of adoption could pick up still more, too, as technology leaders such as Microsoft push forward plans for home network products aimed at mainstream users, not just at early adopters. Sales of wireless home networks are expected to surge almost five-fold over the next four years.

Wi-Fi networks are adequate for most regular Internet surfing uses, though not fast enough to handle large graphic files, streams of high-quality movies or other videos. But just as people have started to grow comfortable with the idea of Wi-Fi, it's about to get ugly all over again, as two incompatible technologies vie for consumers' attention--something that always seems to happen in consumer electronics.

802.11b's data transfer rate is slower than a wired connection when copying files from one machine to another. This slow performance was unlikely to be a problem for most consumers, but it would be a hindrance for content creators who commonly move around large files or backup data over the local area network.

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Addressing this complaint is 802.11a (note the change from "b" to "a"), a new wireless standard that offers speeds as high as 54 Mbps, a vast improvement over the "b" flavor and well into the territory covered by 100-Mbit Ethernet wiring. Access points and cards supporting the standard were released this spring by many vendors.

The faster "a" flavor devices run in the 5-GHz frequency band, unlike the "b" flavor, which uses the 2.4-GHz spectrum. Some vendors differentiate their Wi-Fi product lines by these frequency numbers.

The higher frequency is less vulnerable to interference from cordless phones, baby monitors or microwave ovens. The lower frequency space will grow even more crowded with the arrival of computer and consumer peripherals supporting the Bluetooth wireless standard, which runs in the same 2.4-GHz neighborhood.

All isn't roses with the "a"-flavored wireless: Its carrying range is limited to about 80 feet from a base station, about half that of 802.11b; and the products are relatively new and carry a premium price. In addition, the faster devices are twice as expensive than the older and slower versions.

Worse still, 802.11a is completely incompatible with 802.11b -- they run at different frequencies. The 802.11a wireless network may give you better speed, but it won't talk to any of the popular (and inexpensive) wireless cards or adapters on the market.

Meeting the challenge, several vendors now offer access points that support both "A" and "B" standards, including the Intel Pro Wireless 5000 LAN Dual Access Point and Orinoco AP-2000. However, the additional capabilities add to the cost; they run from $300 to more than $500.

As with any technology, there's always something new on the horizon. Later this year, 802.11b will be joined by 802.11g, which operates at the same frequency but can push data at rates almost five times faster. The forthcoming "g" standard offers "the best of both worlds," through its support for the current installed base of 802.11b devices as well as the improved 54-Mbps performance.

At last month's Macworld Expo in New York, MacWireless released a $119 USB adapter as well as a $140 802.11b PCI card. While the USB 1.1-standard adapters are common on the PC side of the fence, the company said that this is the only such device for the Mac. The adapter provides 64-bit and 128-bit WEP (Wired Equivalent Privacy) encryption in hardware and currently only supports Mac OS 9.04 and up; OS X support is in the works.

http://www.homenethelp.com/802.11b/index.asp
http://www.80211-planet.com/
http://80211b.weblogger.com/

⏩ Letter to the Editor: Platemaking vs. Imagesetting

Howie:

Your memos are great. I read them with much interest as you present the issues without bias. I want to weigh in on the CTP vs. film issue mentioned in this review. As a shop that agonized over going CTP for really a matter of years, we were film advocates.

In March of 2001, I attended Vue Point. At one session late in the evening, after everyone had done the hospitality rooms, dinner and had a long day the debate returned to platesetters and who had the best box. Finally, after much bantering, an attendee stood up and very firmly stated the CTP wasn't an "if" but rather a "when" and added that most every box worked or they wouldn't be in business. He went on to state that anyone passing up this technology was missing a defining moment in our industry.

Our company inked an agreement with CREO soon after that. We have never looked back and I regard it as one of the few key strategic decisions I have made that has been virtually a "no brainer".

Please consider my thoughts as they relate to this debate. While I can't speak to your relative acquisition cost comparisons, I have no doubt you are correct. What we need to value in the equation is cycle time. I find it very difficult to argue with the idea that one of the few remaining ways to add value to a litho sheet in this hostile environment is speed. If I can do it faster than you can, I get the job, if our prices are relatively equal. Even if I'm a few points higher, I might still get the job.

Thought #2: If I have a problem on press, and I have a buyer on the press, speed to resolution is a big deal. I don't have time to spin film, process it, strip it, and plate it. I need to get the file, fix the glitch and get back on press asap. We in turn don't have to charge as much for the problem and our customer appreciates that.

Thought #3: While you cite meaningful variances in equipment acquisition, are you factoring into the payback no film? And soon, no chemistry. We are moving from a post-bake Kodak plate to the Anthem processorless plate.
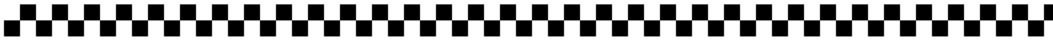
Every shop is different and we are a lonely voice in the wilderness of Eastern Washington but I am an evangelist for this advance. Keep up the good research and writing.

 Alan Ross, Ross Printing Co.

Thanks Alan, your letter stands on its own merits and no reply is required.

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⇉ Schedule

Are there questions or issues you are wrestling with – let's schedule a visit - here is a travel schedule.

Date	City	Purpose
9/9-9/11	Seybold San Francisco	On Demand Day
9/16-9/19	Medford, OR	Building gray balance curves (Private)
9/24-25	Chicago, Minneapolis	Banta Technovation Seminars

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Adding or Removing Names

> **To have someone added to the <u>Professional Version</u> list email HowieAtPre@aol.com and write "add to Pro list" in the subject**

> **To be removed Professional Version list - email and write in the subject "remove from Pro list" in the subject line**

> **To switch from Professional Version to End User version - email and write in the subject "switch from Pro to End User"**

> **To have someone added to the End User Version list email HowieAtPre@aol.com and write "add to End User list"**

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> **Questions about the alphabet soup of digital prepress…**

> > ➢ **CTP (computer to plate)**
> > ➢ **QC (Quality Control) or process control,**
> > ➢ **PDF (Portable Document Format)**
> > ➢ **CMS (Color Management Systems),**
> > ➢ **Doing more with less - in prepress**

> **drop me a note: HowieAtPre@aol.com**

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