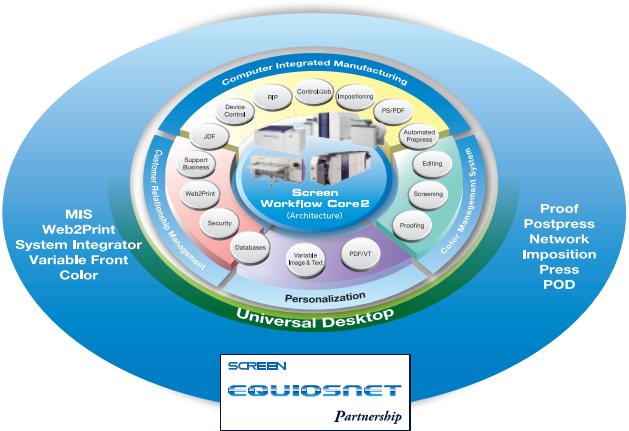


EQUIOSNET Partnership Program

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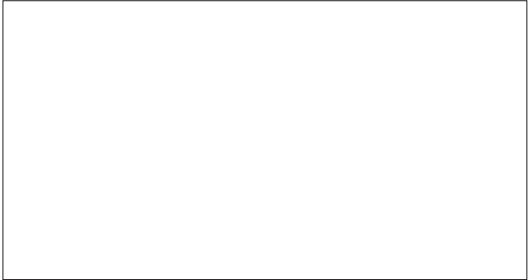


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SCREEN

Creating a Future in Print

Truepress Jet520

Transpromo and Directmail Marketing Solution



Explore the exciting potential of transpromo



Transpromo offers printing companies the opportunity to form stronger client relationships and viewed as a valued marketing partner. Rather than seen as simply supplying printed materials, they can take on the greatly expanded role of working closely with clients to analyze records, define targets and implement tailored marketing strategies with creative messages and visuals.

However, such an approach is not without its challenges – especially for print companies still using a combination of offset and monochrome presses to print transactional documents. Fortunately the latest high-speed, full-color inkjet printers effectively eliminate high-volume stocks of preprinted materials, as well as reducing overall production times. Such flexible systems are crucial to the efficient and profitable creation of personalized color-rich promotions tailored to specific customers.



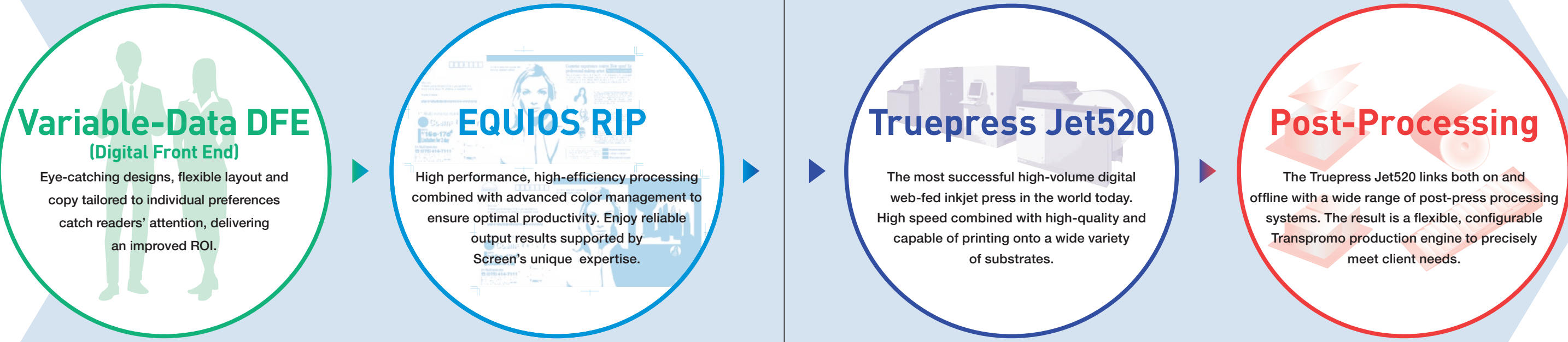
Transpromo materials – essentially transaction documents that include customer-specific promotional messages – are a relatively new way for marketers to engage with customers in direct, targeted communication. Transpromo combines traditional transactional documentation (e.g. bills and statements) with personalized offers based upon preferences or previous purchasing patterns. The growth in more targeted, personalized communications ensures that Transpromo will continue to expand in importance as an effective communication medium.

Transpromo printing represents one of the most exciting Print-On-Demand opportunities of recent years. The market continues to grow thanks to the high-speed, full-color capabilities of today's variable-data inkjet printing technology. Transpromo printing offers a lucrative and growing revenue stream for print services providers.



**Make Screen your
Transpromo partner.
We offer a wealth
of expertise and
experience in this
highly-lucrative
market.**

The Total Transpromo Solution - From Screen



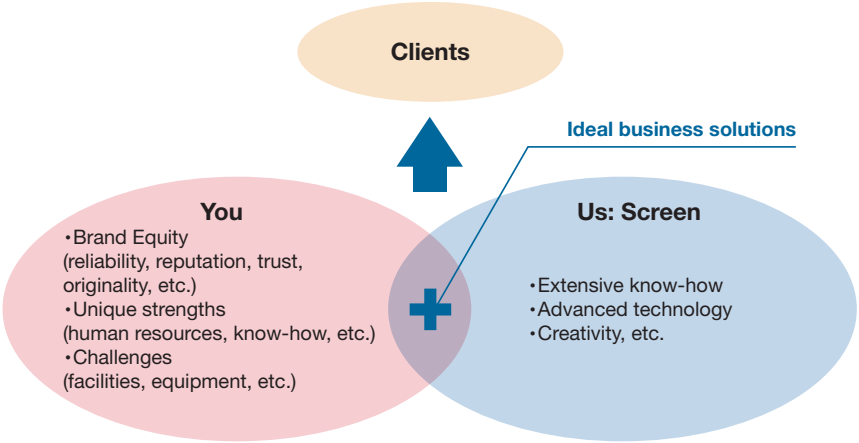
Experience Screen's Total Transpromo Solution

Screen is the market leader in high-speed full color variable printing, clear evidence of the trust placed in our products by our customers. Our Transpromo solutions have been built from our extensive specialized knowledge of printing and platemaking accumulated over the course of many years. Our current range encompasses a feature rich front-end solution, high-productivity workflow RIP and a range of inkjet printer engines. We also actively maintain close links with major industry vendors to ensure compatibility with third-party post-press processing equipment.

Screen is the global leader in Transpromo print solutions, originally opening up the market with the release of the Truepress Jet520 series back in 2006. Since then, our continued innovation has broadened our offering to providing an unrivalled, integrated solution that covers the entire production process from front-end through to final delivery. The depth of our lineup, coupled with our knowledge and experience make us the ideal partner to maximize your returns in the highly attractive Transpromo market.

Your Partner In Print

Today's printing industry is rapidly-evolving, having to adapt to market changes and client expectations. With a premium print industry pedigree dating back to 1943, we understand the importance of developing alliances to better address a constantly-changing commercial landscape. Across the world, Screen Group forges partnerships with print companies, offering a wealth of experience, technology and creativity.



Power, Flexibility and Performance for full-color variable printing

Variable Front End Service

Cloud-based variable data creation software

Variable Front End Service* is Screen's unique "cloud-based" variable data creation software. Print customers can create variable data projects without having to purchase additional variable data software. Designers and data owners can collaborate online to create a finished layout, before the file is processed at the print facility using the Screen EQUIOS RIP.

* Usage-based fee system: Under development



Variable
Front End Service



Varystudio

Varystudio

Variable data editing system

Varystudio is Screen's own variable-data editing software, supplied as a plug-in to Adobe® InDesign®, that features a variety of design and composition tools. It combines a design module (to create and edit variable data elements) and an output module that generates PDF and PostScript (PS) files and associated data.

Integration with third-party front-end systems

Screen launched its EQUIOSNET partnership program as a way to facilitate the integration of disparate production processes and systems. Since the launch of the Truepress Jet520 in 2006, the initiative has assured users of transparent inter-systems connectivity with a range of third party variable data front-end software products.



SCREEN
EQUIOSNET
Partnership



Fast, Accurate and Stunning Color Reproduction

Powerful RIP performance

Full color inkjet printing offers the unique combination of rich, vivid color reproduction married with the option to tailor each printed piece with unique custom content. The ongoing advances in inkjet engine technologies – higher resolution, wider substrate support, etc. – places additional focus at the RIP stage to ensure consistent, high-quality results. Underwriting the advanced productivity of the Truepress Jet520 series, Screen's award-winning EQUIOS RIP delivers power, accuracy and flexibility in equal measures. EQUIOS combines the latest Adobe® PDF Print Engine (APPE) interpreter core with Screen's unique know-how as a leading workflow RIP provider for the commercial printing industry. At the heart of the system is the EQUIOS page-independent parallel processing workflow. A large volume of files are automatically split into pages and distributed across CPUs for load balancing, thereby delivering maximum performance from the overall system. Rather than simply processing files in parallel, EQUIOS intelligently extracts and caches reusable elements from individual pages included in PDF and PDF/VT jobs and assigns them to a background layer. The variable elements are rasterized separately, before all elements are recomposed and sent for output. Minimizing the load from RIP processing in this way maximizes the print engine's ability to achieve maximum productivity. Performance can be further enhanced at any time with the addition of additional RIP stations.

Screen's unique color expertise

Automated, consistent and repeatable color output is a crucial factor for efficient digital production. Screen, having grown up as a leading manufacturer of process cameras and professional scanners in prepress/print, proudly consider ourselves as one of the leading color experts in the industry.

Today's print services providers are expected to provide consistent and accurate color quality regardless of external factors such as ambient temperature, humidity, or substrate. EQUIOS makes it easy to match color output across devices and substrates, ensuring the best possible quality is produced at all times. Operators simply input the various job specifications for the latest, most optimum color output settings to be automatically selected.

Another significant feature is the EQUIOS spot color editor. Spot color representing corporate brand plays an extremely important role in transactional printing, whose clients are supported by their customers' loyalty built up for a long term communication. EQUIOS spot color editor automatically optimizes the best CMYK approximation for any requested spot color, making you free from offset stocks and offering new opportunity for your clients.



Single-pass printing improves productivity and provides new value for the Transpromo business



With conventional data printing, it is common to output sections with common content on an offset printer in advance, before imaging the variable-data elements as a separate pass using a non-offset printing device. Such a process is inefficient, resource-intensive and susceptible to human error.

In contrast, the Truepress Jet520 series uses the latest inkjet technology that allows single-pass printing from blank paper. This has numerous benefits in terms of eliminating the dependence on pre-printing equipment, reducing paper storage requirements and decreasing control and disposal costs. It also enables more flexible handling of sudden design changes requested by customers.

In addition, the screening technology available with the Truepress Jet520 series supports high-quality photorealistic full color printing. This enhances the attractiveness and expressive power of invoices and direct mail, significantly increasing the effectiveness of advertising. These factors contribute greatly to the improvement of customer satisfaction and fostering of trust.

Selectable Inline Processing

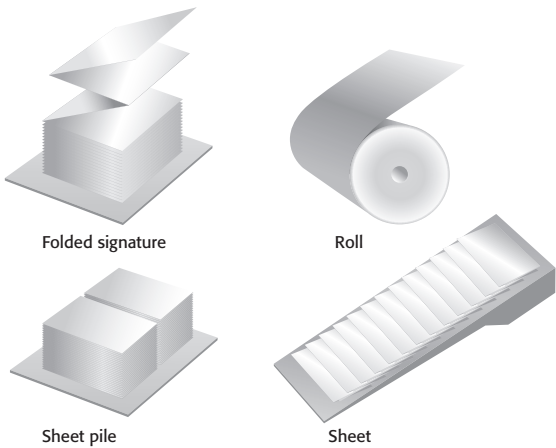
The Truepress Jet520 series support a wide variety of options for paper presentation and supply specifications, for fast and efficient hand-off to third party post-processing systems. It is also possible to select formats other than roll finishing and post-press processing devices for inline operation as options.

Inline processing

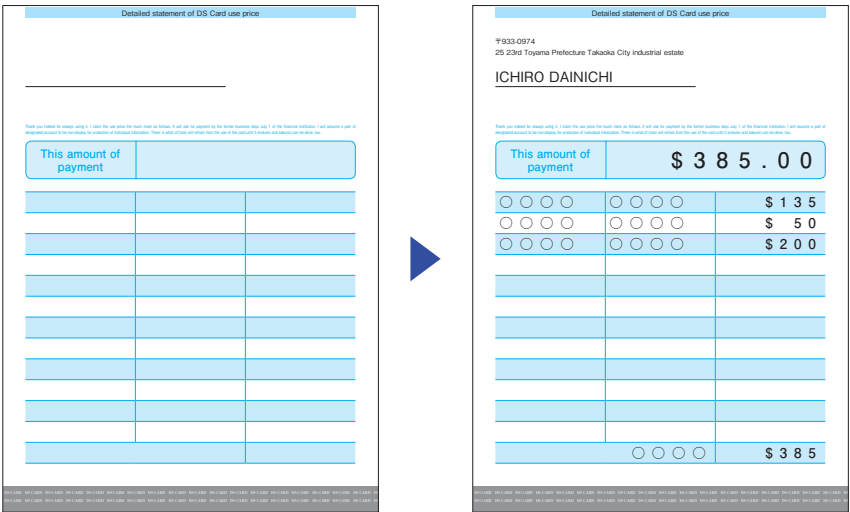
Marginal punching, horizontal/vertical perforation, slit processing, file punching, etc.

Finishing format

Roll, folded signature, sheet, sheet pile



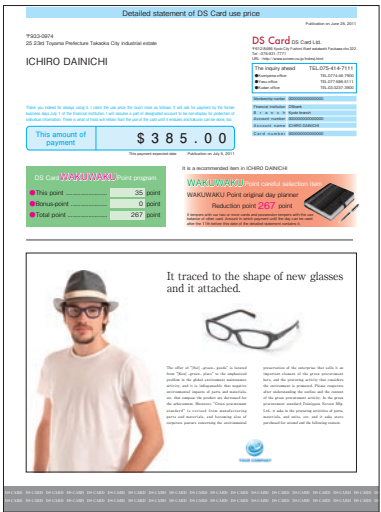
Traditional Result



Form printing

Overprinting

Truepress Jet520 series



Direct printing on blank paper

Speed, Quality and Reliability

High efficiency inkjet printhead

The Truepress Jet520 series feature Piezo Drop on Demand (DOD) inkjet printhead arrays manufactured by Seiko Epson Corporation, which are well known for their reliability. The printheads produce three picoliter ink droplets – amongst the smallest in this market – enabling ultra precise dot placement. With four levels of grey per dot, extremely fine detail and gradation are possible, resulting in smooth, rich high-resolution color output with sharp, crisp text or artwork.



Selection of optimized inks to suit the application

The range includes both water-based pigment and dye inks. The optimal ink type can be selected to suit the work details and conditions.

● Water-based pigment inks

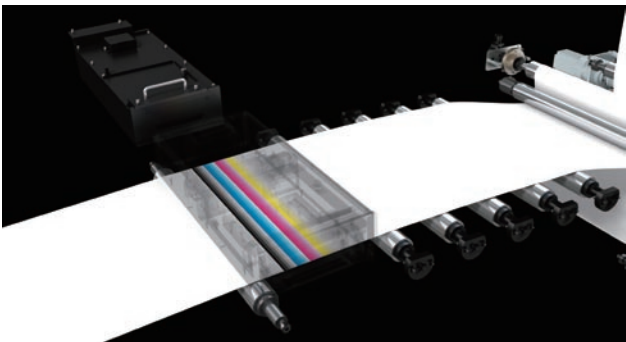
Pigment inks provide outstanding water, heat, chemical, and light resistance, allowing long-term storage of documents. They also offer wide-ranging color reproduction and are suitable for a wide variety of applications.

● Water-based dye inks

Dye inks offer vivid coloring, with particularly impressive display of intermediate colors. They are also effective for reducing operating costs.

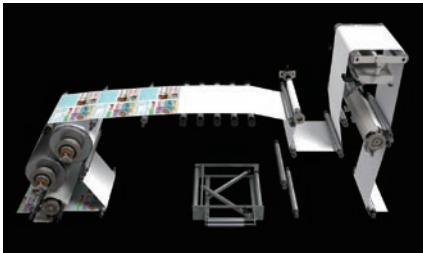
Print quality monitoring

Unevenness in output is often cited as a problem when using multiple printheads. The Truepress Jet520 series feature built-in quality control scanners, reading a printed test chart and automatically correcting for any output variations. The unit is also designed to use special techniques to prevent problems with blocked ink nozzles. This automated printing quality monitoring ensures consistent, high-quality results throughout each job as the system prints.

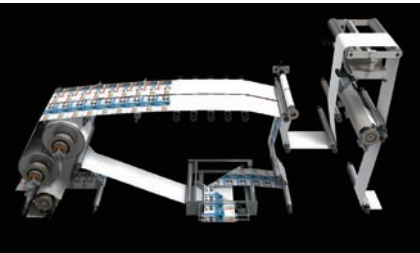


The flexibility to handle a variety of printing tasks

A single printing unit of Truepress Jet520 series have the flexibility to switch between printing full-web, single sided (Simplex) and half-web duplex (Single Engine Duplex). Two printing units can be combined to print full web on both sides of the paper (Dual Engine Duplex). This flexible design makes the Truepress Jet520 series an affordable choice.



■ Simplex



■ Single Engine Duplex

High speed output ensures fast job turnaround

Information must be up-to-date, as well as reliable. The Truepress Jet520 series are the ideal solution for the full-color variable printing market, which is so dependent on fast job turnaround. With its maximum 220 meter(721 feet) per minute speeds and its ability to print onto a wide range of types of paper, the Truepress Jet520 series offer the flexibility and productivity demanded by today's variable printing market.



Trifold direct marketing postcard size
(300 x 145 mm [11.81" x 5.70"])
2,200 postcards/min*



A4 size
(210 x 297 mm [8.26" x 11.69"])
2,960 pages/min*
with a Dual Engine Duplex system

Letter size
(215.9 x 279.4 mm [8.5" x 11.0"])
3,140 pages/min*
with a Dual Engine Duplex system

*With the Truepress Jet520ZZ using 220 m per minute printing speed.

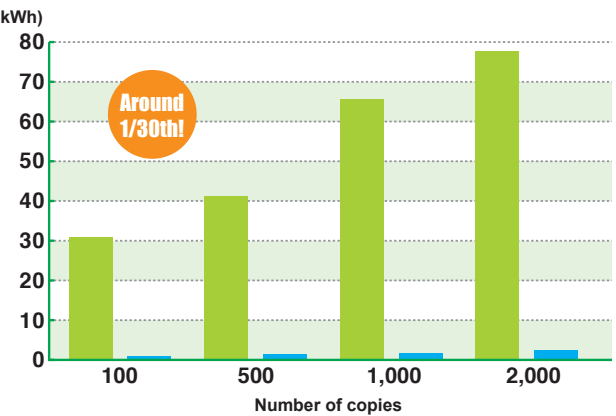
Eco-friendly Print-On-Demand

Power consumption only 1/30th that of offset printing for significantly improved environmental management

Screen's digital printing systems are environmentally-friendly. For example, the Truepress Jet520 employs high-performance inkjet heads to print with an ink droplet size that is amongst the smallest in the world in the production inkjet web-fed press category. As the amount of ink required is minimal, ink dries even at low temperatures, limiting media damage and significantly reducing power consumption.

When the Truepress Jet520 is compared to an offset press the difference is clear. In addition to cutting time required for color matching and registration, plates and processors are no longer required, delivering operation that is both eco-friendly and cost-effective.

Comparison of power consumption with offset printing



Comparison of measured values based on Screen criteria
Limited to platemaking and printing processes assuming
8-page A4 booklet output

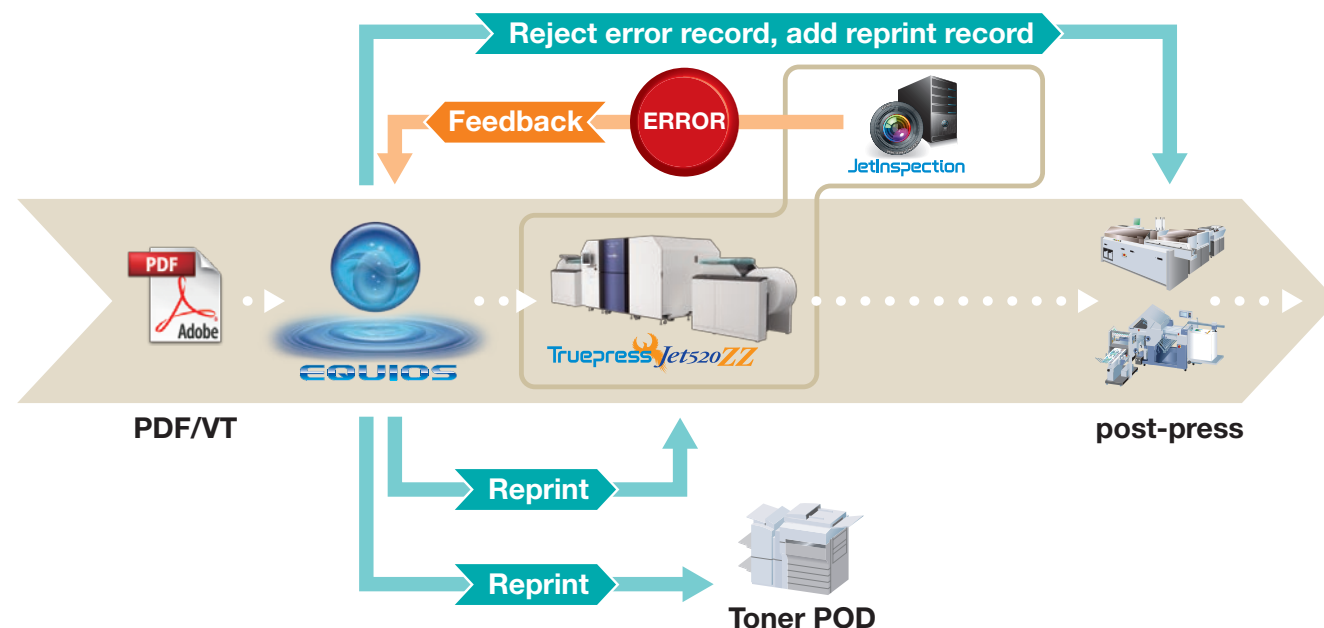
- Offset press Media: 636 x 469 mm coated paper
Print Colors: 4C / 4C
- Truepress Jet520 (Dual engine) Media: 450 mm wide inkjet paper
Print Colors: 4C / 4C

Secure workflow delivering consistent accuracy

The JetInspection JI-500 is Screen's optional built-in inspection unit for variable printing systems, available for the Truepress Jet520ZZ. The JetInspection includes a high-speed camera that takes images of the printed media. These images are compared in real-time with the images generated by the RIP, to check for output inconsistencies. The entire print run can be inspected in this way, which enables the construction of a reliable inline workflow that faithfully reproduces printing data. The JetInspection not only checks every page at full speed, in full color. It also checks every imaged pixel against the RIP data, ensuring complete content integrity. The results can also be used as an assurance record for variable-data jobs featuring specific ad quantities, coupons/ vouchers, etc.

The final inspection record, including information on output inconsistencies, OCR (Optical Character Recognition) of text, and/or barcode decoding is sent back to the EQUIOS print management system, where instructions can be sent to the print engine to reprint the appropriate pages.

The inspection record can also be saved to a CSV file for ingestion into the post-press system. Before the media enters post-press processing, information is sent to the equipment's controller so that the flagged pages can be rejected. The links to third-party post-press equipments allow the construction of a seamless, integrated production workflow.



• Superior defect detection

The JetInspection provides detailed realtime inspection. Everything from missing dots to foreign substances, color variations, and improperly output text can be detected. Defects are displayed in an inspection results screen, making it easy for operators to spot them.

• Real-time checking of defect information

Detected defect images and positions can be checked in real-time even during printing, allowing rapid evaluation. Defect image data is automatically catalogued and can also be printed out as requested.

• Advance setup

Operators can register printing data and substrate base color of the paper in advance. This helps prevent false positives and improves the accuracy of defect detection.

Lineup



Truepress Jet520

The Truepress Jet520, the base model for the Truepress Jet520 series, combines an outstanding full color on-demand variable data proposition with exceptional stability and high quality and productivity. Since its launch in 2006, it has gained the support of a large number of customers around the world.



Truepress Jet520ZZ

The most recent addition to our inkjet portfolio is the Truepress Jet520ZZ, our flagship machine capable of outputting more than 2,960 pages per minute – approximately 178,000 pages per hour (A4 format: 210 x 297 mm)*.

*Output by 2UP with a dual engine duplex system and 220 m/min output speed.



Truepress Jet520EX

While the majority of the installed base of Truepress Jet520 is used for printing color pages, we recently introduced the Truepress Jet520EX, a dedicated black and white machine based on the same technology. With a “no click charge” service model, the Truepress Jet520EX is a very cost-effective solution for monochrome printing.

EQUIOS: Driving both litho and digital production workflows

EQUIOS, Screen's new prepress and production workflow software, streamlines and simplifies file output regardless of the type of press. For the first time, a single set of workflow tools can automate file processing for both conventional litho production as well as a full range of sheet-fed and continuous digital presses.

This allows, for example, for last minute changes to be performed wherever the project exists in production. The same staff can control production regardless of run length or print process.



Truepress JetSX

Creative direct mail and greeting cards – Truepress JetSX

The Truepress JetSX is an industry first: a full-color B2 sheet-fed inkjet printing solution. In addition to providing outstanding output of a quality approaching offset printing, the system can print directly onto offset printing paper without the need of a precoating stage. As a result, the Truepress JetSX can deliver a rich, high-quality final result by printing directly on a wide variety of paper stocks and finishes.

The Truepress JetSX is supplied with a variable duplex printing function as standard. This opens-up a range of commercial opportunities for personalized print service applications such as catalogues, calendars, photo books, posters and greeting cards.

The "Board Paper" option for the Truepress JetSX enables direct printing onto a variety of substrates up to 0.6-mm (23.6-mil) thick. This allows users to address the growing POD/variable data market for the packaging and display industries, as well as expand creativity using board stock for applications such as direct mail and greeting cards.



CTP

Computer To Plate – the heart of litho production

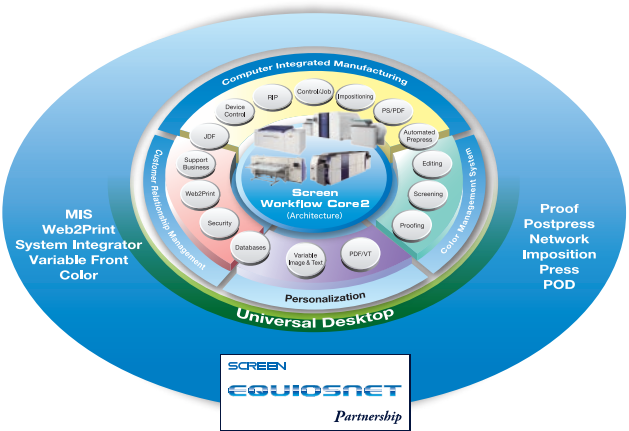
For many industry experts, the advent of Computer-To-Plate (CTP) marked the biggest single transformation in print production. Today's inkjet presses may seriously challenge that view. However, the disappearance of film planners and print-down frames has dramatically changed the print process landscape. Screen has long been the market leader in CTP and this is a position it maintains. Screen's CTP quality is assured with consistent imaging ability with accurate inline punching and auto-balancing drum system, supported by expertise in optics and graphic arts derived from the manufacture of film scanners and other prepress equipment. Screen can supply devices that are capable of outputting plates for every press size from B2 up to the new super-size 48 page web offset presses, from entry-level systems to the highest levels of productivity. In addition, in line with your evolving business objectives, field upgrade options can be added after installation. With such a wide variety of flexible options, you are sure to find the perfect solution to your business, production and customer needs.

Communication with toner-based printers

As an option EQUIOS offers enhanced production capabilities, not only for Screen's own output devices but also as an output hub for any print device. It can even transmit basic output instructions to toner-based POD devices. EQUIOS enhances two-way communication by obtaining and managing paper information, transmitting instructions to printers and acquiring information on printing progress and results. It further facilitates the handling of short-run orders. By feeding back information to the MIS, EQUIOS allows a more integrated, holistic approach to your production management system.

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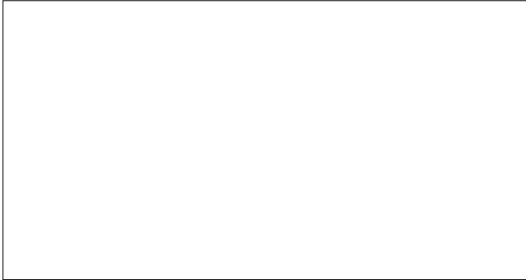


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SCREEN

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