

Enhanced Printing Solution for the Truepress Jet520 Series

The Media and Precision Technology Company (President: Katsuhiko Aoki) of Dainippon Screen Mfg. Co., Ltd. (Headquarters: Kyoto, Japan) will enhance its solutions for various printing business applications offered by the Truepress Jet520 series variable printing system. This will involve adding new optional functions, supporting new workflows, and expanding systems such as the automatic printing data creation system.

The Truepress Jet520 is an on-demand printing system that addresses the growing needs of the important themes of one-to-one marketing and work requiring an ultra-fast turnaround. It has been introduced not only in Europe, Japan, and the United States, but in emerging countries as well, and has established an excellent reputation around the world for its advanced capabilities, thus demonstrating Screen's quality leadership in global markets. Thanks to the Truepress Jet520's high performance and reliability, since its release Screen has achieved the top sales in the production inkjet printer segment. Even then, Screen has continued to enhance and extend that technology into additional products. These include the flagship Truepress Jet520ZZ, which offers higher productivity, and the Truepress Jet520EX Monochrome, which specializes in monochrome printing. In this way, Screen provides a broad product lineup to answer various printing needs.

Now, Screen is expanding the diverse functions and services available with the Truepress Jet520 series in order to further strengthen our comprehensive system solutions that will be needed by business in the future. Under the keyword of "automation," Screen will also be adding significant value to various printing business applications. For example, in the areas of direct mail and TransPromo, Screen has newly developed a variable front-end service that enables the creation of variable data through the practical application of cloud computing. In addition to conformity to the "PDF/VT" international standard on variable printing provided by the International Standardization Organization (ISO), this will facilitate entry to new businesses and support short-run printing that require minimal initial investment. Adopted as its controller, EQUIOS is next-generation workflow software that further promotes automation through high-speed RIP processing of PDF files and a superior color management system that facilitates high level color reproduction without requiring any specialized knowledge and skill. Furthermore, EQUIOS is linked with JetInspection, an inspection unit for a variable printing system, to support reprinting and the discharge of defect pages in post-press processing, and realize printing quality and ad quantity assurance system for advertisers. This will secure the accurate processing of large volumes of data at high speed. It is also possible to build a consistent production line from data submission through completion of the final product for books and newspapers. This relies on EQUIOS' automatic imposition function and JDF data exchange with a variety of vendors based on the EQUIOSNET Partnership Program. And, with a data submission environment that exploits the Internet, it makes "Web to Delivery" possible as well.

Screen will introduce the new solutions offered by the Truepress Jet520 Series at drupa 2012, the leading international trade fair for the print and media industry, held in Düsseldorf, Germany from May 3 (Thursday) to 16 (Wednesday), 2012. This is just one way that Screen continues to open up new business areas in the printing market as a world leader in the printing and prepress equipment field.