

**Development of an entry-level thermal CtP model for emerging markets
A high cost-performance printing plate recorder suitable for the demands of the
BRICs markets**

The Media Technology Company (President: Kyohei Fujisawa) of Dainippon Screen Mfg. Co., Ltd. (Headquarters: Kyoto, Japan) will commence sales of a new, affordable, entry-level thermal CtP^{*1} unit (printing plate recorder) known as the PlateRite Niagara on April 1, 2007.

In recent years, the use of digital technology in both prepress and printing equipment has contributed to faster production and dramatic improvements in printing quality, revolutionizing the industry worldwide. This trend, which began in the more advanced printing markets, has now reached emerging markets. In the BRICs countries, which are growing fast enough to rival more established markets, demand continues to increase for equipment that supports high productivity and printing quality, and in particular for high cost-performance CtP equipment that eliminates the need for traditional equipment such as film recorders.

Screen developed the PlateRite Niagara to meet the needs resulting from these trends in emerging markets, and in particular in the BRICs countries. The PlateRite Niagara features an exclusive imaging head that uses Screen's most advanced technology, and can output images onto plates as large as 1,060 mm x 820 mm (A1 wide). This affordable recorder is fairly simple, offering just the functionality necessary for effective, high-quality platemaking. With the PlateRite Niagara, even users who found the price of CtP recorders too high in the past can now afford superior output quality and 11 plate per hour^{*2} productivity.

Screen's CtP series is number one in the world. The addition of the PlateRite Niagara will help Screen meet a wide range of needs in CtP markets worldwide and expand its market share. Screen is proud of its status as a leading company in the printing and prepress industries, and looks forward to continuing to develop products for its customers' every need.

***1 Thermal CtP recorder**

CtP refers to the process of imaging digital printing data (created by a computer) directly onto a printing plate. A thermal CtP recorder uses a high-power near-infrared laser to image digital printing data onto specially processed aluminum-base printing plates. CtP completely eliminates the need for film output and subsequent film to plate image transfer. Since processing is completely digital, there are no variations between plates, which results in superior printing quality.

Thermal CtP offers more vivid image reproduction and higher quality than violet CtP. Thermal CtP can also be used in a daylight environment, which both eliminates the need for a darkroom and makes operation much more convenient.

***2 Assuming a plate size of 1,030 mm x 800 mm, and a resolution of 2,400 dpi. Productivity may vary with media sensitivity.**

*** The PlateRite Niagara will be introduced at the Graphics of the Americas show taking place in Miami Beach, Florida, USA, between March 2 and March 4.**

Date sales are expected to commence:

April 1, 2007

Expected annual sales (2007):

300 units



PlateRite Niagara

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