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**Screen Launches High-Definition Continuous Feed  
Inkjet Printing System**  
– *Expanded Truepress Jet520 Series Lineup Answers Market Needs* –

Kyoto, Japan – September 25, 2014 – Dainippon Screen Mfg. Co., Ltd. has developed a new high-definition continuous feed inkjet printing system, the Truepress Jet520HD, for variable printing\* of items such as direct mail and billing statements. This system answers the industry’s requirement for high-quality output that adds greater value to printing work. Sales of the Truepress Jet520HD will begin in January 2015.



**Truepress Jet520HD**

Please download the photo from  
[www.screen.co.jp/eng/press/nr-photo\\_2014-2015.html](http://www.screen.co.jp/eng/press/nr-photo_2014-2015.html)

Expected start date for sales	January 2015
Expected annual sales	30 systems

In recent years, demand has grown steadily in the printing market for on-demand variable processing that enables the contents of advertisements to be changed to target the diverse preferences of individual consumers. Despite this requirement, companies have largely been forced to rely on offset printing, particularly to achieve the high-quality output expected for direct mail advertising of prestige items such as cars and luxury goods. However, offset presses are not suited to variable printing and this has led to an increasing need for a high-definition on-demand system that can output personalized information and product advertising in a single run.

Strongly aware of this trend, Screen has been working to finalize development of the Truepress Jet520HD high-definition continuous feed inkjet printing system. The Truepress Jet520HD features new high-precision inkjet printheads with a resolution of 1,200 dpi, enabling it to deliver outstanding image quality approaching offset printing. It is also equipped with advanced versions of the paper transport and drying technique that Screen previously developed for the Truepress Jet520 series. This allows it to handle a wider range of papers and achieve even more consistent high-quality output. In addition, the Truepress Jet520HD system includes JetInspection, a proprietary unit that provides highly comprehensive and practical inline inspection services.

Since originally launching the Truepress Jet520 series in 2006, Screen has secured a large share of the variable production printing market. While the addition of the Truepress Jet520HD to the lineup is expected to further increase this share, Screen is focused on expanding into new areas of business and helping the entire printing industry to continue its growth.

\* Printing method that uses variable data, enabling the contents of successive pages to be changed during output.