

# ON DEMAND:

## At Your Command

The **ON DEMAND Digital Printing Conference and Expo** was held in **Boston**. And this issue of *Createducate* is designed to provide you with a virtual visit to the show — one that's quick, to the point and meaningful. What's in it for you? After all, this is a show aimed at printers and digital output providers, rather than an event meant for designers and creatives. But not to worry, because you are in control of this show. The reason: **ON DEMAND** caters to the professionals who meet your requests for faster, cheaper, and more colorful printwork. In other words, you put the demand in **ON DEMAND**.



So it is important that you know something about emerging digital technology because your workflow feeds it, and your clients depend upon it. Above all, you need to know how digital printing technology is improving, and this year's **ON DEMAND** show didn't disappoint. The digital workflows, presses, and finishing solutions are faster, more affordable, and more versatile than ever.

**“ON DEMAND caters to the professionals who meet your requests for faster, cheaper, and more colorful printwork.”**

And here's another thing to think about as you're reading our designer-centric reviews of select exhibitors at **ON DEMAND**.



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**The prices of these digital printing marvels were coming down, while their capabilities are going up.**

That means it might not be too long before you or your agency considers investing in a digital printing system of its own. Your digital workflow has already made you the prepress department. With a self-contained printing system in your mailroom, you can be the printer as well.

If you don't want to go that far, you might want to consider partnering with a printer who is looking to provide design services for his clients. You can become the printer's outsource design partner. But that means you'll have to know something about his equipment — all the more reason to peruse this issue of *Createducate* with some care. So now, on with the show...

**CE: “...you might want to consider partnering with a printer who is looking to provide design services for his clients.”**



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## HP Indigo

HP showcased “a portfolio that includes hardware, specialized software, specific papers and inks, expert support, financing solutions and education,” according to the company. (Try saying that three times fast without stopping.)

### Product Feature

“...you can change both the text and graphics on each individual piece to fully personalize it for the reader.”

But the Hewlett-Packard folks also made room for some designer-friendly software. It's the latest version of HP Indigo Yours Truly Designer and it's described as the “resourceful solution for exploiting the advantages of personalized digital printing.”

# HP Indigo Yours Truly Designer 7.0

The product is designed to be your portal into the world of variable data printing. That's where you can change both the text and graphics on each individual piece to fully personalize it for the reader.

The new 6.5 version of the software lets you use QuarkXpress 6.5 as your creative platform, giving you variable data control over your printer's HP Indigo digital press. What's more, says HP, “with **Yours Truly Designer, printed content can now be controlled by data from a database or direct input from a web site.**” **Make sure to wrangle a copy from your Indigo-equipped printer.**

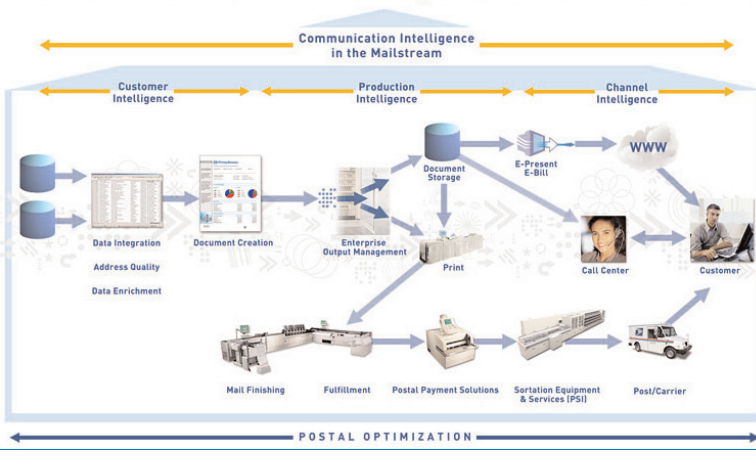
### Product Feature

“...the mailstream is the workflow that heads directly into the post office.”

## Pitney Bowes

The mailing and distribution experts at Pitney Bowes fired up their “Group I Software, Emtex Software, and Global Mailstream Solutions (GMS) to provide a comprehensive suite of mailstream software, hardware, services, and solutions” at ON DEMAND. As you may have guessed, the mailstream is the workflow that heads directly into the post office. The more you know about it, more money you can save your clients. For instance, it's about to cost a lot more to send flat pieces than it does folded ones. So give your clients some folded design options, and thank Pitney Bowes for keeping on top of the mail.

### Customer Communication Management (CCM) Value Chain



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## Kodak

Kodak's ongoing transition from film to digital was rewarded at ON DEMAND. The company's launch of the midsize edition of its NEXPRESS — called the M700 — was promptly awarded the **Best Of Show prize for process color digital printing equipment.**

“The Kodak NEXPRESS M700 Press enables print providers to profitably launch a digital printing business and offer short run color, web to print and variable data printing to their customers,” the company says. In other words, it's getting cheaper than ever to enter the on demand marketplace. That means we will be seeing a lot more printers with digital capabilities in the future.

And just in time too.

But the biggest buzzword echoing around the Kodak pavilion was TransPromo. That's what you get when you combine transactional documents, like the bills and invoices, with promotional messages. Think of the possibilities, because Kodak has. It launched the VERSAMARK VT3000 at ON DEMAND to make TransPromo more accessible. “With this option in the VT3000 lineup, an entirely new group of mid volume service bureaus, corporate print operations, direct mail houses, and commercial

printers have an affordable color solution with the speed and quality they need,” says Ron Gilboa, Vice President, Marketing, Kodak Versamark. “These print providers can now deliver effective communications that blend their transaction and promotional information into full color integrated TransPromo customer communications.” Sounds like a design challenge to us. **Are you up to it?**

### Product Feature

TransPromo “That's what you get when you combine transactional documents, like the bills and invoices, with promotional messages.”



© 2007 Kodak

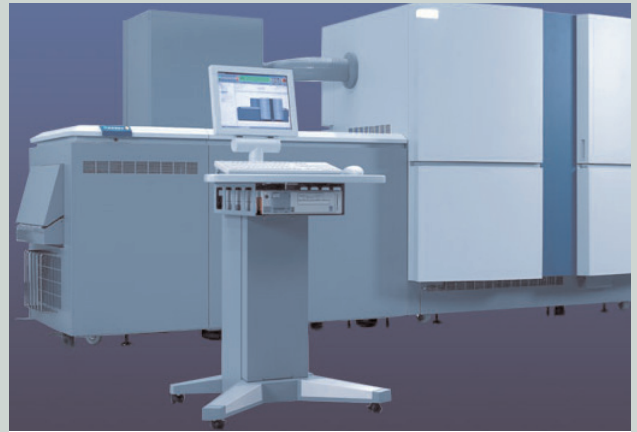
The complimentary benefits of speed and affordability took the spotlight at the Océ exhibit. Embodying both advantages was the Océ VarioStream 9240 printer. It was chosen as **Best in Show in the category of Spot Color Digital Printing Equipment. The system also received honorable mention for Monochrome Digital Printing Equipment.**

Océ emphasizes the quickness of the machine: "The VarioStream 9240 is a four-color press with single-pass duplexing that delivers 172 letter-size full-color pages per minute — one of the fastest full-color toner-based digital presses on the market." As far as job pricing is concerned, Océ says:

**Product Feature**

**"You can start using digital printing on longer jobs and on projects with tight budgets thanks to the improvements made to these digital systems."**

"The VarioStream 9240 operates with maximum cost efficiency for black and white, one or two spot colors, or CMYK four-color process printing. Users pay for only what they print while gaining the added flexibility of using only one machine running at appropriate speed." Your takeaway: You can start using digital printing on longer jobs and on projects with tight budgets thanks to the improvements made to these digital systems.



© 2007 Océ

**Canon**

If you're still thinking that the quality of full color digital printing is not up to par for your high-end designs, it's time to take another look. Canon launched its new imagePRESS C7000VP at ON DEMAND to help change your mind. "The press produces sharp text, smooth gradations,

**Product Feature**

**"The press produces sharp text, smooth gradations, and crystal clear, detailed images."**

and crystal clear, detailed images," the company proclaims. "The Canon imagePRESS C7000VP digital press delivers quality output that is comparable to offset. The new developing, toner, and advanced calibration technologies provide outstanding color that remains consistent throughout each job. **In addition, when printing on a variety of media finishes, gloss optimization ensures that the gloss of the media will match the imaged area."**



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**Xerox**

The key word at the Xerox pavilion was "applications." Xerox went way beyond its technology to provide show goers with ways they can make money with its equipment. "Xerox demonstrated the broadest portfolio of digital printing systems for graphic communications professionals and office environments," the company says. "Visitors saw how implementing the right business model, the right workflow and the right technology can help print providers create revenue-generating applications and grow print volume and profits."



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**Product Feature**

**Xerox owns XMPie® — the variable data software development company —**

**The lesson for designers:**

**Ask your area printers about new applications and digital processes they can provide to your clients. That will help differentiate your business from the competition and win you more work.**

**Xerox** owns **XMPie®** — the variable data software development company — which was also front and center at ON DEMAND. The firm demonstrated enhancements to its PersonalEffect™ software for variable data publishing, and uStore®, its Web-to-Print product. "Now, both solutions have been enhanced to provide even more power to XMPie customers as they produce cost-effective, colorful marketing campaigns," the company says. "Colorful" is the key word you as a designer should seize upon here. It tells you that variable data printing is becoming more designer friendly.

## Xeikon

This pioneering digital press developer and manufacturer showed the industry how it can do more for less, with the Introduction of the Xeikon 4000. "The new Xeikon 4000 system offers the most affordable opportunity to embark with Xeikon in digital



color printing," the company says. "With higher quality product specifications and with a very competitive market price, this digital press is exactly what professional printers need to get going."

Here again, printers are being provided with a low-cost way to get into the digital printing marketplace. That means more sources of on demand printing for you and your clients. Will you be ready to take advantage?

## Product Feature

"Xeikon 4000...provides a low-cost way to get into the digital printing marketplace."

## Presstek

Direct Imaging (DI) press technology was alive and well at the Presstek booth. Affordable printing was the theme for this process, which combines elements of digital and offset printing. "Show attendees who operate toner machines need help maximizing their profits in what has become the sweet spot in the market - short runs of 250 to 10,000 four-color sheets," says Ed Marino, Presstek president and CEO. "Our DI presses are optimized for runs of that length, which has become the fastest growing segment of the market."

Presstek supports that statement with this factoid: A typical job on a direct-to-press device, like a DI machine, costs on average about half as much per page as that of a comparable job run on high-volume, color, toner-based digital equipment, according to InfoTrends' U.S. Print On Demand Market Forecast: 2005-2010.

## Product Feature

"...toner machines need help maximizing their profits in what has become the sweet spot in the market - short runs of 250 to 10,000 four-color sheets."

Ed Marino, Presstek president and CEO

### THE MESSAGE FOR CREATIVES:

**Don't overlook offset printing for your next on demand assignment, whether you print it on a DI or on a conventional state-of-the-art press.**

Today's offset presses are loaded with automated set-up features. That means they can be almost as responsive as digital presses for on demand work. As long as there are no variable elements in the job, offset may be the way to go, because it can save you and your clients a ton in production costs.



## Learn with a Seminar

Interested in learning more about digital marketing technology and how you can apply these innovations to your own clients. Contact [Thad@createducate.com](mailto:Thad@createducate.com)?

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