

Abstracts of articles

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According to the analyses, the development of offset printing process is dual and multidirectional at the same time. As for the technology, the direction is unbroken and a promising process. Its stability is supported by planned and organized international standardization, and the state of art developments. But the market trends show decreasing quantities of prints made by offset. According to the experts, this is because of slowly but surely shorter and shorter runs, decreasing quantities of printed materials, and within these, the global realignment of market demands of clients, as well as because of the rapid development of rival and competitor printing processes like digitization, flexo, and screen printing, electronic media products, electronic newspapers, Internet and other networks, the different display solutions and CD-ROM, DVD products etc.

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The invention of offset printing process 100 years ago has only been the first, but very important step of the efforts made for the new printing process. Its development from the monochrome pictures to the fullcolor ones has lasted via several decades when it became to be able to supersede the letterpress printing. How long will it exist in the future, nobody knows it this moment.

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According to Albrecht Bolza-Schünemann, president of KBA's Board of Directors, "The age of the Black Art has ended". Production of printed media can only be solved via modern and effective industrial processes and the technics is a question of life for our industry, because the out-of-date processes are no longer profitable, neither with usage of JDF and nor with the state-of-art company-models. We have to redefiniate our goals and aims and have to show an openness towards the new trends of ever changing media market.

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According to industrial experts, the market share of YAG lasers will decrease. The future is of thermal and violet laser systems, but there is no agreement about their distribution expressed in percentage. When analysing the present market positions and trends, one can find pro and contra reasons. The 95% of the systems are in B1 or larger formats and are thermal, the B2 sizes represent about 60% and most of the formats of B3 are of violet types. There is no agreement if violet or thermal lasers will be the winners of the future. Both imaginations have reasonable basics.

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Most of the former printing technologies were followed by other more effective ones, only the 100 years old offset exists further. This article does not deal with the past, but takes a look into the future, asking if does have offset a future or not. Mr *Tamás Szilágyi*, (vice director of Mesterprint Nyomda printing house), with his 100 kilos, is the most heavy person of the Hungarian printing industry, has written a book on 100 years of offset printing. It will soon be published and can be found in the home bookshops.

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Looking into the foreign professional literature, one can regularly find interesting and provocative articles, like we did, when reading Bernhardt Niemela's article in *Deutscher Drucker* German newspaper. Our article is a translation of it. In the future we intend to make translations and publish them from other foreign professional papers too. Now this one has been translated by Nagyné, Zsuzsanna Schmaldienst.

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This article covers more than 30 years of the history of Hungarian Printing Industry. Experiments of a technology for making presensitized offset printing plates started at 1955, then there was built a production base for producing Electrochemically grained and anodized offset (Anofsal type) plates. It was developed by a central R&D center called Reálpress. Later on, in the period of system change in Hungary, this had been liquidated.

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Professional newspapers of the Hungarian printers started to deal with offset only after the World War 1. The first article was written at that time by László Novák within the *Almanac of Hungarian Printers*. There were information in it on lithographic (not web!) printing machines modified for using aluminium and zinc printing plates, with an output of 2000 prints per hour. But there was no information about the share of lithographic, offset and letterpress machines and about the time of ceasing of litho process using stones for printing in Hungary.

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Experiences of the first four months after access EU. Information on Europartner Program, free movement of citizens in EU in the member states, and on other subjects important for the Hungarian printers too, for example actual tenders, EU on World Wide Web, new books and articles etc.

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In West Hungary, the achievement of middle class status started at 18th Century after the liberation from Turkish suppression. First small sign of it was the spreading of cardplaying and the art of painting of cards. There are hystoric documents about cardmakers at Pozsony from 1733, at Buda from 1736, and at Sopron from 1750.

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Győző Vida has started his artistic work in the field of graphics as a picture-, and make-up editor and illustrator at 1975. As it is proven by the graphics of this article his illustrations, book covers and tale-illustrations are beautiful, clear, very sharp, estetic and delightful, colorful. Look at them! Sometimes a little bit jockey, then old fashioned, but always and everytime decorative but always well-planned. Seeing these drawings everyone must feel their inner authentic and sincere mood coming from the hearth of the master.

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The first day of *Schriftenfest Leipzig* Anniversary Conference. The invited experts in the presentations dealt with their own type-plans, planning conceptions, and with their relationship to the printed texts. This is a reachly illustrated article of the event mentioned.

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These works of students are such a graphic designs which can rarely or never be seen in the reality, because card-making has its own traditions and strict prescriptions. For us the visuality and the spectacle was the most important.

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Without intention of completeness, we give a chance and possibility for every regional printing companies for introduction themselves in our paper, independently for their sizes. Every case may be unique and instructive. Developing small firms deserve this for their efforts, and inventiveness. Each of them have found their own way to the happiness and the way of offering novelties to the markets.

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CAP Ventures and www.WhatTheyThink.com asked printing companies with offset printing equipment about the number of plates they produce per month and how they produce the plates. The statistical sample typically weighted towards commercial printers, mid to large companies and companies with an interest in digital printing compared with the overall printing industry. The article is dealing with the analyse of the results of the survey mentioned.

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A ten volume bookseries titled *Hand Dictionary of Hungarian Language* is under way. Such kind of publication has not existed previously in our country. It is wort to take a look into its volumes: Orthography, Dictionary of foreign expresions, Grammar, History of language, Synonyms, Expressions and idioms, Proverbs, Texmaking, Styles, Language versions, Explanatory Dictionary. Krisztina Laczkó and Attila Mártonfi – authors of Orthography, will show practical direction for the professional users.