

Abstracts of articles

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The 2nd Part of our Article – as a continuation of the former one – is also dealing with the Information Society Technologies of the Digital Europe

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By our editorial staff, an interview with professor dr. Ildikó Endrédi was organized. The subject of it was the opinion of her about the present situation of tertiary-education in Hungary, our life in the EU, and the new world – in general. The European Union gives us too unique possibilities in the fields of teaching and vocational training abroad and part-taking in works of different international R&D organizations.

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The middle-degree vocational training process is under a continuous reorganization since a long time in Hungary. This was initiated by the Law at 1993 for changing the scholar and teaching structure. Since the Political System Changing in Hungary, they try to take over a common (European) scholar and teaching structure. Basic vocational trainings are made at Debrecen and at Békéscsaba.

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General and special characteristics of the vocational training at Debrecen. During the paradigm-changing – after a very rapid and full-of-contradictive age, now everything seems to be more consolidated. The teaching and professional vocational training is based on suitable preparations, and the time-frame is proportional with the tasks.

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You can be sure, that if you plant a nut tree, not you, but your grandchildren will enjoy its crops. Similarly: if you teach or make vocational training work, you will not experience immediately your real sense of success achievement. The Tótfalusi Kis Miklós Nyomdaipari Szakközépiskola és Szakiskola is the only place where there is teaching of the different printing professions. At 1999, after the initial bad experiences, new targets were formed. The new advanced technologies, tools and equipments, the expansion and gaining ground of digital printing, together with

the emerging flexo process, has shown that it must be made some changes. After this, young generations having maturity, were only accepted for learning and then it started a reorganization for a new type of school.

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The *Ponton Gallery of University of Industrial Arts* has given a place for the last examination of students of typography. After a five times half-year periode, the young graduatings had shown their results by fulfilling three different task: a redesigning of a still existing book, planning of a photographic album, and designing a poster dealing with music. No one told them what to do, it was their own task to find the most suitable ways of solutions.

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A Conference having nearly forty presentations of high level, is organized by GascOrg in Los Angeles at the end of April 2005.

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Deth of the paper? Why Electronics is unable to triumph over the paper? Because paper survives everything! Till the existing of book-collectors, and second-hand-bookshops, there is a strog chance of its survival! I've a person, familiar with me, working abroad, over the Big Ocean, as a developer expert. His task is to develop a special kind of paper, which automatically is being self-destroyed after a certain time. At the same time over the world there are millions of dollars spent for preserve and protect books printed onto weak webpapers.

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Price-competition exists not only in the Printing Industry! Without suitable corporate managing knowledges, companies can become entangled in such a price-competition, which in turn, will destroy all of them. So it is in case of small- and middle-sized companies everywhere in our country. How to survive this bad situation? Only with the help of a rational, and logic thinking, and a suitable financial system! Well known, that the Hungarian Printing Houses are not managed by financial experts, but – sooner or later – this can not be avoided!

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At 24. February 2005, there was a program series organized by *CW – Computertechnics* weekly and by *DigitArt Magazine* about the subject of *Digital Society – Hungary is a Member State of the EU*. It has given a comprehensive survey of new technologies and tools that can be used during the digital art's creation processes.

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Xerox Magyarország Kft has organized a three days long meeting for introducing their newer and advanced production equipments and tools. The larger interest was against the 10th March meeting dealing with the Printing Industry. There were 350 visitors registered to it. Our article is dealing with this event mentioned. Mr *Bojan Poljicak* has given two new information about Xerox activities: two different type of Xerox printing machines started their work in Hungary: the *iGen3* digital printing machine and the *B&W Nuvera 120*. Prof. Dr. *Ildikó Endrédy* in her presentation has dealt with the digital printing, giving a comprehensive historic overlook from the digital revolution, through the System Change in Hungary to the Acces the European Union of our country. *Imre Kőhidy's* presentation has dealt with the *Paradigm Changing in the printing Industry*, which means enormous changes in the fields of Direct Mailing, Print On demand, the JDF etc. *György Kelemen* has dealt with the role of the Internet, as a new and effective tool in the hands of the Printing Industry. Both *Antal Baranyai* and *Dániel Schmidt* has given detailed reports on their daily experiences about the new and advanced technics of Xerox. At last *Franz Sommer* has introduced the new type of wide printing machines of Xerox (8160, 8142) and Epson (7600, and 9600), together with the wide *Rockhopper Systems*, Epson's *Pigment Inks* and *Ultra Chrome Inks*.

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Within Carnival Time, there was a *Printers Dancing Party* organized by *federation of Hungarian Printers, and Paper Makers*. During this, the main attraction was the giving of *Reward For The Hungarian Printing Industry*. This prize is given to those, who did a lot for the industry during their whole life and were leading in developing of technologies. Now the firstprizewinner was *György Földes*, ex general manager of *Dabas Printing House*. In former years *Miklós Balog*, *Sándor Péterfi*, *Tamás Szilágyi*, *Irén Bardóczi*, *mrs. Gara* and *dr. Béla Egyed* were the firstprizewinners.

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During the next period of time, names of *Unicode* and *OpenType* can be heard everywhere within the profession berkes of typography, because presently the market-leader *QuarkXPress version 7* means the top at

this field according to Quark marketing-engine. In the big rivalization – since the appearance of the Adobe InDesign version 1.5.2. – we can use it and, perhaps, now there are no further obstacles before the usage of *Unicode* and *OpenType*.

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István Bányai has worked at Budapest, Paris, LosAngeles, and at New York as a graphic artist, and now is living in a small colony of Connecticut. There is no significance where his desk is, because the digitalized drawing can arrive as rapidly to New Yorker's editorial office as to the office of the Hungarian Post. Most of his drawings are ordered ones, but it can not be felt, because there is no any compromise in his works.

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Gyula Molnár, professor and head of Visual Communications professorship in University of Craft and Design, is an owner of many succesfull years. As a result of his dynamic and attractive personality many significant creators has appeared in the fields of Applied Graphics. His graphics are well known around the world.

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To spend more than sixty from eighty years in the printing industry, it is not an easy thing! The „Big Ones” still present in the Printing Industry, with their activities were and are definitive persons! The last some decades show new directions of development, but apart from this, the basement of the future was grounded by our elderly friends. The new generation of our industry has been grown up on these stable basics.

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The new leader of Agfa in Hungary is *Pál Hochbaum*, was born in Austria. Basicly he is a lawyer, but he is a printing expert, because he spent so many decades in the printing industry. The interview with him is a survey of the changes that occurred in our printing industry.

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The HP Indigo digital system is far more better than it was supposed earlier. One of its advantages is its better toner-based system. The thickness of ElectroInk layer on the print media is of one micrometer so the printed ink layer can not be destroyed during the processes of folding and bending.