

# Abstracts of Articles

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From the point of the book-printing, the lithography is definitive, and really determinant! The first books were printed more than 500 years ago, but in spite of this, making a definition of *book*, is still a big problem. You'll find a lot of actual events and programs in our paper, for example: *Budapest International Book Festival*; such book competitions like *Pro Typography* and in Germany, another one, as well as *Book and Knowledge*, the *Kner Memorial Day*, organized by *Kner Printing House of Gyoma*, and the *Nemzeti Tankönyvkiadó Rt.* We strive continuously to collect and show you the technical novelties of the world. For example, our cover was made by using a *drip-off* process, thanks for *Typonova Printing House*. The big event of our industry: the *Printers Itinerary Congress* was held at Nyiregyháza giving possibilities for visitors to go and see five different printing houses. The presentations are in our present paper. We are turning our eyes to China, to their results and to their expand in Europe. (See more in László Lendvai's article on page 50.)

It is now summertime, but in spite of this, our industry is very busy, and we are preparing the September edition dealing with the subject of post-press.

In name of our Editorial Staff I wish our readers a good summering, for being prepared to the *Printexpo International Exhibition of September*.

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The *Book in the Information Society* – that is what this article is dealing with. For instance with the supposed end of the *Gutenberg Galaxy* and the future of a *Post-Gutenberg Galaxy (G2.)*, which was predicted earlier by *McLuhan*, *Marschall* in his book. There are optimistic as well as pessimistic versions about the future.

The writer of this article – in our paper *Magyar Grafika* – gives a detailed overview of book digitization (aims, tools, methods, techniques and standards), of *Electronic Books* and their electronic reading devices.

There are a lot of new tools for superseding of traditional paper-books with electronic solutions (*Braille Books*, *Audio Books*, *Digital Mass Storage Devices*, *FireBook*, *Electronic Papers* and *Electronic Inks*, as well as *Etext*, *NetText*, *HybrideText*, *CyberText* and so on).

The Hungarian home book market panorama is somewhat sorrowful: we read less and less books! Another, sad, still very confused and unclear subject is the *Digital Right Management (DRM)* of books.

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At 26 May, the *Federation of Hungarian Printers and Paper Makers* has given the *Pro Typography Awards* in the frame of a festival organized at the *Alexandra House of Books* when this competition has celebrated its 45<sup>th</sup> birthday. Excellent professional jury-members, during the noble competition, have rigorously checked each of the introduced works, and have given gold, silver and bronze prizes, documents and extra fees. The writer of article presents a report on the event, and within that, you can find interesting and excellent photographs too.

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The 12<sup>th</sup> *International Book Festival* opened its doors in the *Congress Center* at 21<sup>th</sup> May. The situation of the domestic book publication can be outlined as follows: It is represented by 149 registered market leader publishers. The total circulation in 2004 was, with 2% more, than it was in 2003. The creditworthiness of readers is lowered by the inflation, by increasing expenses of publishers, by a high VAT, as well as by decreasing runs of printed books and so on. Entertainment of visitors was realized by more than 250 different programs, dedications, lectures, by the *Big Book* competition and different awards for the winners.

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If book, then *Alföldi Printing House!* This factory has taken part on *International Book Festivals* since 1994. Its books were to be found on almost each of the book stands on every exhibition. It has ramifying export connections. This article deals with the book production – from the point of view of a book producer.

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The decision making in case of a machinery investment, in a continuously changing production demand environment, needs a thorough consideration. The new *Kolbus* adhesive binding line generation, combined together with a *KM 473* adhesive binding-, and with *ZU 841* gathering-machine can meet the short term market demands, as well as the quality and speed requirements. *Publica*, gathering, adhesive binding and edge trimming machine, which was first at *Drupa 2000*, on show, is a complex unit – belonging to higher output category together with the „smaller“ machine – has got into its newer development phase. The author in this article gives a detailed and comprehensive introduction of *Kolbus Copilot System*.

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According to marketing trends, profitability of the printing industry is decreasing continuously. Prices of primaries, the expenses of energy and wage costs are growing, the runs of printed products are decreasing. The Author of this article is searching for the solutions, how to solve the problems and how to survive this period of the sinking global economy. He introduces *Creo Synapse Prepare Quark Xtension*, *Synapse InSite*; *Indesign Plug-in* and some other possibilities for that purpose searching for the advantages of these systems.

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This year's EmbaxPrint, the 23<sup>rd</sup> International Trade Fair of Packaging, Paper and Printing Industry, was the largest as far as the number of exhibitors, participating countries and the exhibition area occupied are concerned. It founded the tradition of specialized fairs in Brno and was also the witness of a drop and boom in branch. At present the show has a good position and boasts of the best statistical indices in its long history and it confirmed its important position in the area of Central and Eastern Europe. It showed new trends which will be further developed in the branch. This year's run was attended by 600 firms from 27 countries which displayed their products on the total exhibition area of 30 000 sqm for about nearly 30 000 visitors, prevalingly professionals. Our article reporting is dealing with the exhibitors, their exhibits, with the accompanying events (for example with all-day international conference, food packaging in Eastern Europe, with the *Young Package*, with *World of Star Packaging* and the *Golden EmbaxPrint 2005* competitions, with the award winners of these, with digital photography, digital printing and proof/press, package design etc. Beside these you'll find some important articles in the professional presses, for instance of *embaxPRINT daily*, the *TRPackaging.com* e-newsletter online newspapers of the fair. All of the information can be detailedly found on website of [www.bvv.com](http://www.bvv.com) and of [http://node1.bvv.cz/i2000/Katalog/cat\\_embax05.nst](http://node1.bvv.cz/i2000/Katalog/cat_embax05.nst) You'll find more in another report on embaxPRINT, see on pages 47., 49.

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Seeing the 6<sup>th</sup> *ChinaPrint 2005* International Exhibition, we have to reassess our opinion about China and the Chinese printing industry! From the smallest sheet-fed offset, through the 65 000 rph web-offset machines, and flexo ones, to CtP and up to the own-developed bookbinding technology, next to the foreign exhibitors, there were to be found the most modern products of China. Only Heidelberg's hall showed some sign that there is printing machine production outside China too. Of course, the excellent printed products -made there-, were printed with Chinese inks!

There is a very intensive (18.6 %) annual growth in that country! For us it is unimaginable! Other strange signs of this kind of life: a social dictature mixed with capitalism of

free competition, wooden ploughs at the rice-fields near the modern skyscrapers, misery and a lot of black Audi 6, Passat and Hummer cars. Annually many thousands of new super highways, and a new hotel monthly, together with an unthinkable perspective. And a very surprising fact: in souvenir shops there can be found albums containing artistic paintings of Hungarian Munkácsy! „Made in China” – of course!

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Article of *János Bördős* is dealing with the expenses, prices and amortization of printing production process and with the wages and salaries, questioning in its title: *What remains for us then* in such a dishonest competition?

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How to manage professionally the printed products having variable information contents? What are nowadays the main tasks of data protection? Mass and/or personal communication? The digital printing machine operator. These are main subjects of article dealing with the presentations of *Doqmentor Digital Printing Academy* organized by *M.C. Direct Kft.*

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Two of the three members of *Beyond the Seven Seas Team* have been introduced earlier in our paper, in the *Graphics in Magyar Grafika* columns, so now *Krisztina Kállai Nagy* is coming up from them. She has never forgotten what it means to be a child! She bravely applies intensive, saturated colors, her yellows, reds, ultramarines and turquoise colors are burning-hot! Read this article and look at the pictures belonging to it!

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One of the white spots of the printing history is the „printing with a stone” i.e. *lithography*. This article is the 2<sup>nd</sup> part of this article serial. It outlines detailed the circumstances of that age, when this special process took its first steps. (This industrial history had not been written by printers but by excellent scientists!) Beside letterpress, the engraved/etched copper plates, and woodcuts (Xylography) the main role of it was to make possible of putting drawings and pictures in the text blocs. (Imagine – for instance – a big encyclopedia or lexicon without pictures or drawings!). According to scientists, this *purely chemical printing process* of lithography was invented by *Alois Senefelder* at 1799, and the first „*Lithographic Institution*” was founded at 1822 in Nagyszében. The paper-moneys i.e. banknotes – called *Kosuth-bankó* – were printed by lithography. That kind of imaging process was mainly hand-drawing, pen-and-ink-sketch, and chalk-drawing. The first pictures were portraits and maps. The start of *color-lithography* process started at 1842. This article gives is very interesting and comprehensive outlook about that early stage of our printing industry.