

Abstracts of Articles

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This year, Magyar Grafika, our professional paper is celebrated. In this year it is 50! During this time, which is half of a Century, with having 240 issues, altogether on 20 000 pages, it has had served the members of our Association with giving them comprehensive information.

Subject of the first issue of the anniversary year is dealing with the Ipex 2006, international exhibition. They say, if Drupa is „Olimpic Games“ of the printing industry, then Ipex is a champion of it. Speed of the evolution is more and more rapid. We learned JDF at the last Drupa, and now here it is a new notion: the Job Messaging Format (JMF). It is a language used to communicate between JDF agents and controllers, as well as workflow MIS systems and it is a part of the JDF specification (See an article dealing with it in this paper). Our article, titled *prelpex 2006*, is compressed preliminary information about the Fair in Birmingham (UK), with information on novelties, helping visitors to find the right Hall and Stand and helping our Readers to find the basic information about the Fair, the products and services of it.

The section of our paper called „Grafika a Grafikában“ (i.e.: Graphics in Magyar Grafika), is an introduction of the young typographers, the graphic designers of the Underground of the English metropolis: London.

From the historic articles of the past of the printing industry, it must be highlighted György Timkó's one, titled *A Lighting Torch in 1895*, which proves, that before more than one Century, the printing industry had already had used the new achievements of the technics.

New results and products, and new information of the printing world can be reached by everyone via international fairs, events of our Association and on pages of our professional papers.

I wish our Dear Readers to have time enough for reading the professional literature's novelties and have time enough for relaxation too.

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pre-Ipex 2006. In the last two decades of our century, graphic arts eagerly joined the digital revolution. At first, change was largely within the walls of the printing plant, but as the 20th Century closed suppliers and print producers grasped the potential of the Internet and began building new business relationship with the consumers of print. The industry's adaptation of digital workflows means it is a relatively short step from print provider to vital partner in customers' digitally managed supply chains. The industry is poised to reap the benefits of its digital infrastructure. Ipex 2006 (Birmingham, 4–14. April 2006.) has always been an exhibition where suppliers and their customers meet to do businesses as well as access of the latest technology and witness it in action. Now Ipex here it is again:

Our article is dealing with this event giving detailed information on exhibitors and exhibits, press conferences, press releases, related exhibitions (Digital Print World, Flexo, Newstec and Northprint) and partner events of it.

The main tematics (and according to these, the sectors in the Halls) of the exhibition are as follows: PrintCity; Pre-Media, Pre-Press, Presses and Printing Machinery (new and used), Appliances and Accessories, Post-Press, Converting and Finishing, Flexo and Flexible Packaging as well as the Radio Frequency Identification (RFID) labels and tags.

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The language used to communicate between JDF agents and controllers is the Job Messaging Format (JFM), which is a part of JDF specification. JMF allows a controller to communicate to a JDF MIS or workflow system information such as events (start, stop, error), status (available, offline, stalled etc.), results (count, waste, etc.), and other details such as who is the current operator at the machine.

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FESPA announced a two-day Conference Program for its Digital Printing Europe Exhibition. It will deal with such subjects like: the flexibility of Inkjet technology; Integration of Digital Technology etc. The speakers will be highly regarded vendor spokespeople, industry consultants and commentators, academics and successful print service providers. This event can have a potential to generate positive development of the industry. The conference program is available in downloadable PDF form from www.fespadigital.com.

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Graphic Arts Industry 2006-2010. How it will be in the world economy recession?! That is the subject of this article. It is based on regional (Hungarian and European) as well as on global trendwatch, articles, studies and future forecasts. Some of its interesting topics are: Global megatrends; What does 2006 hold for the printing industry and the economy?; What is with the alternatives to print?;

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LabelexpoAsia 2005. The focus is on Asia, where label stocks are going at over 30% a year in countries like China. The label industry is young, however the opportunities are available to everyone in equal measure. Labelexpo Asia is one of the three major biennale Labelexpos, that took place at the Shanghai New International Expo Centre achieved great results with: 9100 visitors from 70 different countries, 87% of it came from China itself, with especially large delegations from India, Indonesia, Japan, Malaysia, the Philippines, Singapore, Taiwan and Thailand. This article is dealing detailed with the exhibition mentioned and the exhibits: labels, RFID labels and tags, packaging materials, materials, technologies, machinery, equipments pre-pres, printing, postpress, converting, finishing and fulfilling.

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There is a conversion program named „MagyarÉkes v. 03” and developed in Hungary, which is for converting of Type One Font into Open Type. First version of this has been made nearly a decade ago. Its original function was accentation of Type One Fonts, and still it works well. In spite of this it must be modernized because of rapid changes experienced in the world of graphic design.

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GRAPHIC JOURNEYS IN THE WORLD OF UNDER-GROUNDS – almost no matter who is traveling: a inexperienced or professional graphic designer, London is an etalon. Not only for us. I mean: it is a model, not just for home-, info- or graphic designers.

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As it is normal for the curious public, there are regular exhibitions of finished students of Course of High Level in the University of Arts & Design Budapest, where they give account about their knowledge and preparedness. This year it was the second time when the finished students of Typo-Course organized such in the University's Gallery Ponton.

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The totalitarian Copyright is even not accepted by the people, who let the ghost out of the bottle. It could be made in an other way. We have Draconian rules for copying. In Germany a used textbook can be copied after one year, by the student. In Hungary it is sanctioned

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Dramatic changes occurred about habit of reading, also thematically. Expansion of colorful, moving and animated information radiation has made a reduced need for printed materials at the same time with a growing need for informatics science-, and with computer-science.

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There were 149 printing plants working in 1990 in Budapest, having 50 rotary printing machines, 4487 flatbed cylinder presses, 362 foot-operated platen presses, (Boston, Lyberty etc.), and 99 hand (manual) presses. By the countryside in 531 printing plants were there 549 flatbed cylinder presses, 492 foot-operated platen presses, and 352 manual presses. What did them held in operation? In 1900, only 3 plants had gas and electric current, 47 of them had only gas, 39 had only electricity. In 6 plants were the machines worked by steam and 51 by manpower.

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It is not usual beeing a paper merchant and at the same time a printer too. In each of the tasks he has had responsible employments. As a printing engineer became a director of *Ofszet és Játékkártyagyár*, and now executive manager of *Budapest Papír Kft.* Besides all this, he has been a determinant person of the Printing Industry. For the home printing plants it is important and lucky thing when a printer is on the forefront of such an important paper-trade.

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2006 is a busy year for ISM. The company has celebrated of winning the possibility of *Windmüller & Hölscher's* representation in Hungary. The more and more reduction of printing runs claims the most modern machinery, technics, automation and shorter and shorter fitting times. Not competitive, older machines must be withdrawn from production. The gearlessdrive is more and more important. In their investing plans, there are machines for extrusion (for 3-, 5-, 7- and 9 layers), as well as flexo printing machines to buy. Gravure printing – sooner or later – will surely come back.

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The name of *Jura Trade Kft.* has a reputation not only on home-, but on the international markets of security printing too. In the last ten years were significant in the life of the company, because they could win good positions on the market. This was helped by a rapid growth a development of technics and technology. In connection of these, *Dr Béla Egyed* general director of *Jura Trade* was questioned by the reporter.

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Papyrus Hungária – the largest paper trading company – is a member of the *Stora Enso Group*. They are planning of winning a prize of „*Excellentness 2005*” Strategic base of the company is a comprehensive quality assurance.