

Abstracts of Articles

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The Printing Industry is first in applying of latest achievements of computer-science including software. In the world and by us too, everyone likes to use them, but hates to buy. There are a lot of tricks in hands of software producers against this but they are not too successful ones. The most wonderful software, and the best machine park, are just tools for winging but – in given circumstances – the end result depends mainly on the specialist' knowledge and abilities. Continuing developments require regular learning and being always well informed. Software doesn't save users of doing wise decisions when selecting the best settings. On the contrary, they suppose of having comprehensive basic knowledge.

In this edition of our paper home software producers are introducing their cost counting programs and their foreign competitors show the latest software novelties of multinational distributors. Aim of our collection is a thought-provocation.

In our Graphic Column you can see works of *Péter Maczó* and *Dóra Keresztes*. Her numbered individual supplement makes specific our edition.

New graduates are arriving into our industry.

The students of BMF introduce their diplomas.

For those preferring history of printing industry and tricks of the trade, I advise Dynasty *Tarapcsik'*s works introduced by *György Tóth*.

In our next edition we'll deal with printing inks and with the ingredients. An actual subject will be the Itinerary Congress and some of other programs showing that – despite of serious economic problems – still there exist developments and investments.

Until then, I wish for all of you a beautiful autumn-time with a sunny weather. With best regards:

Viktória Faludi

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A general picture of the legal, and illegal international and home Software Markets; Trends of Software-, and Digital Workflows Developments; Downloads and Upgrades; The Digital Environment Pollution: Intruders, Spam, Worms, Trojan horses and Viruses; Tools and methods of Data Protection: Antivirus, Anti-Spam, Anti-Hacker/Cracker Software, as well as the actual international software offers. These are the main chapters of this Study. In addition to them, you can read in it about latest news of the World of Software and the Communication.

The Explanatory Dictionary of this article is useful for those experts dealing with interpretation, translation, writing articles or making studies and searching for professional literature in English on World Wide Web.

Four different Tables in it are as follows: Software Subcategories for Searching; Global Producers and Distributors of Software; Printed or online Professional Papers and Magazines dealing with software/workflow of the Media- and Printing Industry as well as the actual international events of the World of Software and Communication.

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Scroll is the most popular, industry-specific prepress and production management software in Hungary. It is in use by 140 printing offices. The module now in preparation, will be able to follow the entire production process, and, by the help of WAP – in any time – to inform the leadership if problems occur.

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This enterprise is dealing with software production since 2000. Earlier the main profile of it was making of individual softwares. Their new module is advised mainly for small – and middle-sized printing ventures – working for more profit, without IT infrastructure- and processing corrugated papers.

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László Pollák – originally a mechanical engineer, now a programmer – is in connection with the printing industry since 1992. His first software was made with the aim of registration and following the production process of printed materials. Later he continued the software development work. The Cost Accounting program of *Pollák Software Studio*, generates pdf file, which – together with the e-mail – automatically sends an attached Price Quotation.

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The Swedish-made *IFS Applications* is an integrated Corporate Management System, which – among 10 similar products – is globally gets 5th or 6th place. It was modified according to the needs of the printing industry, by the company's professional team. So it is one of the world-leading ERP systems, which entirely supports fulfilling the special printing demands.

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Integrated corporate management systems can be found in the markets of informatics since the early eighties. The middle- and large sized printing companies order no more individual developments because *Datorg Team Kft's PRINTVIS* software product (integrated with Microsoft *Dynamnic NAV*) gives comprehensive solutions for them.

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GKI reported in 2004, that 81% of the companies – having their own information strategy – use anti virus programs, but only 42% are firewall users and almost the same number of them make outside data savings. *Northon Save & Restore* has been made by taking into consideration the demands and habits of the users.

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Gidata was the first and only one of the home undertakings, which paid royalty for Agfa's former font-department (*CompuGraphics*), for making correct, Hungarian printer-fonts for Dos and later for the Windows' first versions.

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Intel Corporation has shown its *Intel Core 2 Duo* and *Extreme* processors in desktop and in mobile versions, altogether 10 different types. With this, *Family Pentium* has „retired“ officially.

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The *Panda Software* is a program which – in its protection system – contains firewall, antivirus, preventive technology, anti-spyware, anti-adware, anti-spam as well as web-filter possibilities.

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Trans-Europe Hungary is the largest software-house, which trades softwares for the Graphic Arts Industry. *György Kafka* – the owner of it – worked with Apple machines in America, and has known there the Apple channels. This company supports especially of different graphic applications so he had a chance of combining the former Aldus and Adobe-products. The team of this company consist now of 14 members.

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That is an old superstition that odd versions of Corel programs are the best ones. This is verified by of its X3 version because it is really a successful one of them.

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Free Culture together with the presently not so known *Creative Commons* licence is published by the *Kiskapu*. This makes possible of electronic forwarding it in form of e-mail but the right of book publishing is only of the publisher. The result of this: most of the 8000 online readers have bought the printed book too. This is understandable because more simple is to buy a book than print it at home. For reading the printed book has still remained the most practical form.

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New versions of softwares with *Open Source Code* are not often subjects of huge marketing campaigns. It is so known – for example – that version 7.0 of QuarkXPress supports of Unicode texts, Open Type fonts as well as of Adobe Photoshop PSD formats. By many of us it is not known, these functions mentioned above, are supported by *Scribu* too. But it not yet works quite perfectly...

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On fifth July this year, at the BMF' Printing Industry Faculty of Sándor Rejtő University-Chair for Media

Technology Institution 25 student has completed their diplomas. Having successful results, after leaving the University, new career-starters appear in our industry. The dissertations of new graduates dealt with interesting and varied professional subjects.

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On the European markets there are more than 100 different brands of wood free corrugated papers. This fact has a strong effect on the work of several printers. The investigation has been made by Hello, in 13 countries, with more than 2500 printers, during 3 months.

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OHSAS (Occupational Health and Safety Assessment Series) – as a security guarding system – is prescribing demands of the health care at the workplace, for the aim of identifying and minimizing the risks of dangers.

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The Internet is spreading rapidly. The printing offices are managing this differently. The really competitive ones grasp the opportunity. Other ones insist on ostrich policy. The optimists are present on World Wide Web. Therefore they have more and more profit, and are able to expand. As the pessimists think, Internet has caused just a great change in printing habits and nothing else.

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Endre Balla is a versatile printer, pioneer of elaboration and introduction of a free price-form and charge-type price-system in the printing industry, and a leading figure of a quality-demanding book export for eastern and western markets. With a sense of vocation, in the third quarter of the 20th Century-, this was a significant part of his activity. For him it was an adventurous way to get to up to the peak of his career for being a known and acknowledged commercial director of Kossuth Printing House. Now he is 85.

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The crisis situation, which destroyed this, earlier well prospering company, is shameful, shocking and pensive. It is a ridiculous reason we could read in the news, that it has no ready capital and – therefore – had compulsory bad-paying businesses. Only a commemorative plaque reminds us now at 10. Honvéd street to the Pallas, Szikra and Kossuth Printing House.

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Within the private publications of Imre Kner (Gyoma, Hungary), the bibliophile specialties have excellent places. Between 1923 and 1942, there were 51 such kind opuses published.

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Similarly to the Family *Tarapcsik*, bookbindery as a profession – together with the books – always contains the Past, Present and the Future. On the wall of their workshop there can be read a text as follows: „*We want not to lose powers of our Past which lent wings to the Present, and help us to overcome the Future.*“