

Abstracts of Articles

→ p3

Dear Reader,

This year has not started easily. Less orders than we waited, but at the same time we hear from huge investments, installation of most modern production equipments and machines. Who will be the winner in this enormous struggle for existence? Whether the most successful, the suitable, the best printing houses, having the most prepared expert teams? Everyone feel the burden of the *World Economy Crisis*. I remember an interesting moral story. According to this, during the World War Two, in England, there were two butter producers: a large one, who supplied the whole Kingdom and an other one, a small, but enthusiastic team.

When the first signs of crisis came out, the first action of the large one was to stop the advertisement and all of the marketing activities. In contrary of this, the small one took everything on one throw, and using all the possible tools, was increasing the marketing and advertisement activity. When the War was over, nobody remembered of the large one. The formerly small one became a founder of a multinational concern.

Advertisers of *Magyar Grafika* are not founders of multinational ventures, but most of them will surely be winners of the present hard struggle for existence. Present edition of our paper is dealing with the subject of digitization, about the technologies, which at the same time, offer extraordinary chances and problems to be solved for every one of us, It is a good feeling, perhaps a gift given by The Fate for us, to take part and to be a part of this Digital Age when during every decades, everything in the technology changes more rapidly than formerly in many centuries.

You can read in our paper opinions of experienced peoples, and experts of digitization.

Besides our interesting subjects, let us offer you, an article of *Róbert Zsiga*, dealing with a used machine-saving action. I do hope, we will find many others helping in such *Machine Methuselah* saving actions. If yes, do not hesitate and write or call us on by phone.

→ p5

From Binary System of Numbers, to the Digital Revolution: This article is an overview of different digital technologies, which use binary numbers, 1 and 0, for data processing, while analogue systems rely on a spectrum of values or non-numeric symbols. This all has started with the innovation of *Gottfried Wilhelm Leibniz*, in the 17th century with the *binary system of numbers*. *Digital Revolution* is a term describing a marked expansion in the reach and proliferation of digital devices, particularly computers and telecommunication as well as in convergence of different

media (like in *Cross Media Publishing*). It brings about profound changes (social, political, scientific and technologic). It refers to the transition between analogue and digital almost all facets of everyday life. It quickly superseded analogue systems in terms of speed, quality, and performances in the second half of the 20th century.

Beside its benefits, it has also many drawbacks, for example in the form of *digital inclusion/e-inclusion* problems, called *global/regional and social digital gap/digital divide*. This phenomenon and term refers to the imbalances in access, understanding, unequal acquisition of related skills, and usage of the New Generation Media-technology.

Another disturbing problem is the *Digital Right Management*. It is a generic term that refers to access control technologies used by hardware manufacturers, publishers, and copyright holders to limit usage of digital media or devices. It is very controversial so an effective DRN is logically impossible.

The European Unions *Digital Europe (e-Europe)* projects could help, to reduce its negative impacts. The main subjects of it are among others: nanotechnology, photonic inks, new generation digital content management technologies, embedded systems, and the multimodal interfaces etc.

→ p17

The Digital Printing House, or Printing Office: The usual meaning of this expression is a venture where digital printing machine is used in full-, or part time. But really the digital technology is an inseparable part of the *digital world*, so the sentence of *digital printing house* still remains just an interesting a philosophic question.

→ p21

On-line Book-printing using HP Indigo Machines: For a traditional printer, *on-line bookmaking* sounds a bit strange. For him or her, book-printing consist of typography, make-up, graphics, supervision, film-, and/or plate-setting, printing as well as bookbinding. Now let us imagine, we are sitting in front of our PC, and by the help of a simple, easy-to-use program, we produce our own individual book, containing text, photos and notices, After that we download it to a server, and some days later we can get it in a bookshop, in a same quality than of traditional ones. This is not a sci-fi story telling, this is the *digital reality of today!*

→ p24

Printing of Packaging Materials using Digital Technology is present in the market of packaging materials. In harmony with the environment protection, effectiveness of logistic chain, needs printing them as near to the customers and users as possible.

The result is less waste materials, less energy consumption. As a result of globalization, in our *global village*, quality of printed packaging products *must* be the same, independently of place of the printing office.

→ p26

Offset Scene, but Digitally? Yes, with Xerox iGen: According to our test printings made with high-end digital printing machine Xerox Docu-Color iGen3 its color rendering is significantly better than the demands fixed in ISO 12467-2:2004 standard of offset printing. In long-run printing, this is the first offset-competitive digital printing system. According to color measurements, its proof-making power is better than demands fixed in fore mentioned ISO Standard. Using suitable paper quality and machine setup, the reproduced color range of it is not only as same, but more better, than of the offset ones. So with iGen3, during proofing, we can simulate results of offset printing.

→ p30

A harmony between digital printing and bookbinding: During the last years digital printing has spread into our industry. This tendency is based on the demands of customers, the development of technology, the stage of markets and economy as well as the enthusiastic and successful efforts of digital suppliers. In connection with this, of course, the bookbinding also has its new market chances.

→ p34

New Perspectives in the Security Printing Industry: State Printing House Plc, the second largest printing company of the Central-Eastern Europe has conducted a long term research and development agreement with the leading institute of domestic nanotechnology research, the *Research Institute for Technical Physics and Material Science of the Hungarian Academy of Sciences (MTA-MFA)*, which has several decade long, internationally recognized professional knowledge in the research and application of nano-sized structures. The strategic cooperation is aimed at expanding the security printing industry application of nanotechnology, and applying nano-sized structures in order to develop printing technology devices. The common work is aimed at developing more secure inks and solution with the help of nanotechnology to contribute to the prevention of document forgery and drawing back counterfeited products. The two parties would like to finance the mutual cooperation not only with own resources but also with shared application for domestic, European Union and international tenders.

→ p41

Digital Tomorrow, even Today: Digital printing, as a new technological possibility, is almost older than two decades. Besides offering new products and services, complete arsenal of personalization, it has given to us such new problems to solve, in which traditional printer ventures have no experiences. Today these challenges are such everyday-problems like any other technological tasks and demands.

Its continuous expansion is admitted by everybody. What is the opinion of the experts about its near future and effect of the changes on our professional sector?

→ p53

Plans of Endre Fábrián, new President of PNYME:

“Main strength of our Association to give frames for its members by professional events and communication forums. We have traditions, nearly one and a half thousand membership, one and a hundred supporting companies. We will continue to organize symposiums, large professional events, where our partners can have interesting chats, change experiences and opinions, listening to interesting presentations, and visiting productive ventures.”

→ p56

The Annual Meeting of Our Pensioners: was held on 4th December, last year in the central building of our Association. The room was full, and gave possibilities of chatting, change of opinions, experiences, including humor. I asked participants, including *Ferenc Buzás, Lajos Hajós* and *Gyula Lágler*. What kind of advices can they offer to the present young generation?

→ p59

Models and Key Factors of Maintenance in the Printing Industry: The maintenance-planning practice is based mainly on knowledge of labor-intensity or its objective determination. But today we have not information enough about the today's printing machines. Author of this article collects information, makes more complete, and systemizes them.

→ p80

Innovative Gluing Systems of the Future: In Hungary, there aren't much printing ventures over 100 years of age, and in the present circumstances of economy less are prosperous enough of them. I remember the words of professor *Benyák*: “*Boys! Bureaucracy is everlasting, so if you need prosperous jobs, better to produce commercial prints!*” Leadership and workers of *Pátria* printing house, are so doing. This article contains an interview made with one of the owners of the company: *Olivér Dombrády*.

→ p85

21th Century, Maecenas of Océ Hungária Kft.: It is not easy in the Global Financial Crisis! The digital book printing competition of *Océ Hungária Kft's* is a noble gesture. Aim of it to help for short run books to get to the market. By this, book publishing can be prosperous again.

→ p89

Rather to a Museum than to the Juke Yard: At the spring time of 2008, in a cellar of an old building it was found a *Machine Methuselah*.

This article of *Róbert Zsiga*, is dealing with a used machine-saving action. We do hope, we will find many others helping in such saving actions. If yes, do not hesitate and write or call us on by phone.