

SCREEN

Creating a Future in Print

Truepress  *Jet520*

On Demand Newsprint Solution



Color Print on Demand

brings new business opportunities for global newspaper production

Eliminate the financial cost and environmental impact of air-freighting newspapers?

Maintain brand loyalty by ensuring 'same-day' availability all over the world?

Screen's Truepress Jet520 On Demand Newsprint Solution provides the perfect answer.



Reading a daily paper remains one of life's simple pleasures. Whether it's for business or pleasure, to keep up to date on current affairs or follow the progress of sports teams, there is an experience readers get from their favorite newspaper that is unmatched by television, radio or the internet.

As a result, people will often go to extraordinary lengths to receive their chosen title, wherever they are in the world.

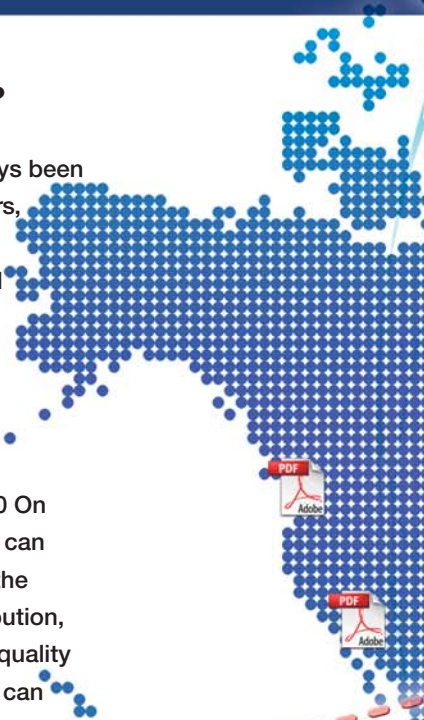
Despite this loyalty, the world now moves at such a rapid pace that reading a newspaper that is a day or two old is no longer acceptable. Publishers run the risk that if a current edition is not available, reader loyalty built up over time may shift to a competing newspaper and be lost forever.

Maintaining a market presence in all of the world's tourist and business destinations therefore becomes an important thread woven into every major newspaper's marketing strategy.

To air-freight or print locally?

Manufacturing locally has always been the alternative to air-freighting newspapers, but the costs and local production limitations have proven unattractive and unprofitable to most publishers. More recently, digital printing has offered a partial answer, but up until now, each solution has been undermined by either speed, quality or cost per copy.

With Screen's Truepress Jet520 On Demand Newsprint Solution, publishers can now produce full-color newspapers on the day of publication, at the point of distribution, anywhere in the world. And at a speed, quality and cost that ensures that the business can be successful.





Workflow

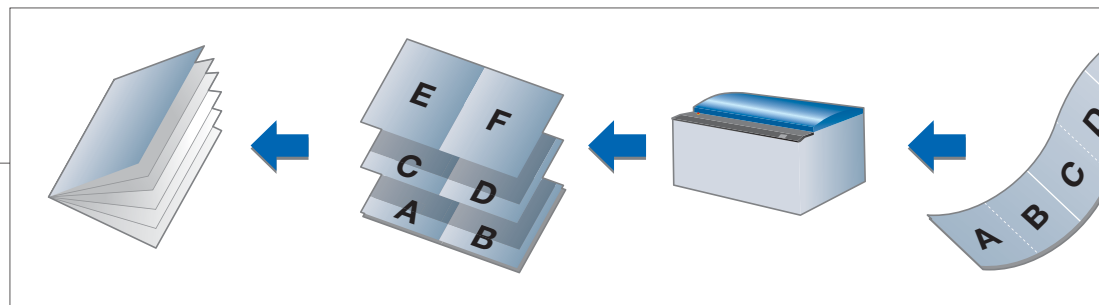
A total workflow from PDF to postpress

Screen has more than 60 years of print experience, and ensuring that text and images can be successfully printed is integral to what we do. This is certainly proven with newspaper production on the Truepress Jet520. The Truepress Jet520 works with standard data formats, such as PDF. It can print from the same files that are used for the main production on your lithographic or flexographic presses.

Fast data transfer is available in most countries throughout the world so moving files from your head office to a local printing location can easily be achieved. Once the files arrive, Screen's specially developed newspaper software, Newsworker, does the rest.

As with all digital printing equipment, the Truepress Jet520 can produce exactly the quantity you need – whether it's one copy or 1,000 copies or more.

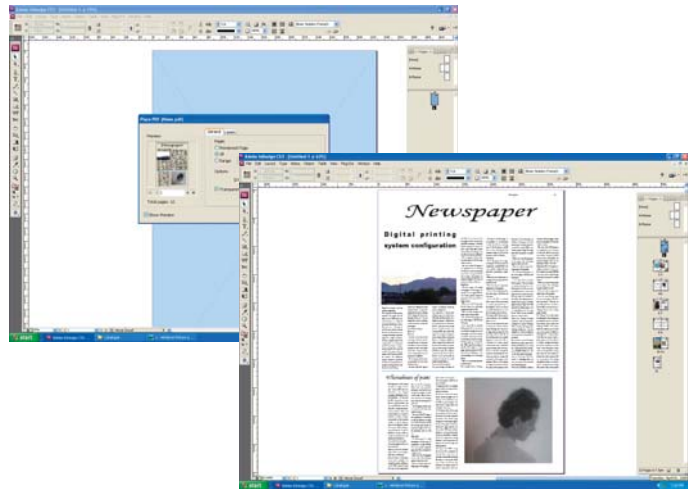
The Truepress Jet520 features an open interface that can connect to a variety of different finishing devices, including a fully integrated newspaper system.



Digital newspaper software solution for Truepress Jet520

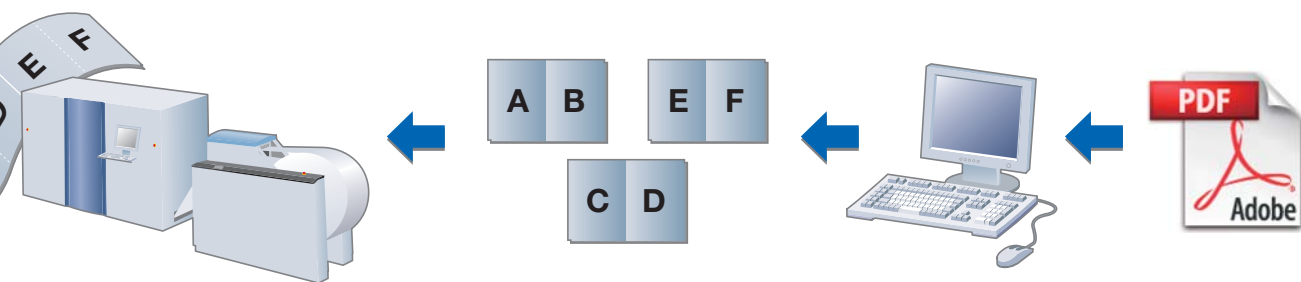
Newsworker

Newsworker is an Adobe® InDesign® plug-in that Screen has developed specially for newspaper production. After PDF files have been received via the internet or through a dedicated network connection, Newsworker performs a number of processing tasks, including imposition, and prepares the files for printing on the Truepress Jet520.



Workflow

1. Receive pages as PDF data from publisher
2. Process and create imposition in Newsworker
3. Print pages in the correct sequence on Truepress Jet520
4. Cut into four-page sheets, collate required number of sheets, fold collated section to create newspaper



Engine Unit

A perfect balance of speed, quality and flexibility to maximize business opportunities

Publishers can have different reasons for wanting to maintain or establish a position in a foreign country, but, ultimately, it has to be profitable. The Truepress Jet520 can help.

Increased advertising revenues

The Truepress Jet520 is a full-color inkjet press that produces both static pages and 100 percent variable content. One of the exciting opportunities that comes from being able to print variable data is the ability to customize advertising for the local market. Readers on business or vacation often look for local services and advertising carried by a publication they trust.

The quality of printing is very important for all advertisers. International companies spend fortunes promoting their brand identities, and poor reproduction at a remote print site can cost a publisher an important advertising account. The numerous quality control features built into the Truepress Jet520 eliminate such quality concerns.

Added-value service for airlines

Airlines are among the biggest customers of locally printed international newspapers. Being able to offer same day newspapers for passengers returning to their own country is a fantastic service that adds little to the cost of even an economy ticket. A number of airlines are also exploring the option of personalizing copies for First Class or Business Class passengers, creating additional opportunities for localized newspaper printing.

Not just newspapers

The Truepress Jet520 has been designed to produce a wide range of work, and newspapers is just one example. Most of the time, newspaper production will be required overnight for morning delivery and this can leave several hours of spare capacity during the day. During this time, the Truepress Jet520 can be used to print direct mails, transactional documents, books and manuals. Equally it can be used to produce newspaper-related materials such as inserts, flyers and specialist supplements.



Sharp reproduction of text and graphics

The Truepress Jet520 uses multi-size droplet inkjet heads that produce exceptional quality. By using a grayscale inkjet head with a smallest droplet size of 3.5 picolitres, the Truepress Jet520 can print beautiful color and black-and-white photographs. Even if text is reversed out of a colored area, it remains legible at the smallest sizes.

Different paper grades

The Truepress Jet520 can print on paper up to 20.5" (520 mm) wide. It offers the flexibility to print on a variety of stock, from inkjet paper to standard paper and even uncoated paper.

High speed printing

The Truepress Jet520 can print almost 10,000 copies of a 40-page Berliner 12.4" x 18.5" (315mm x 470mm) format in an eight-hour shift. Each page can be printed in full color without any reduction in speed.



Printing method	Piezo single-pass printing, four tones per drop
Ink	Water-based dye inks, water-based pigment inks, four process colors (CMYK)
Resolution	360 x 360 dpi, 720 x 360 dpi, 720 x 720 dpi
Printing speed	Maximum 128 m (419.94')/min (360 x 360 dpi)
Printing width	150 to 507 mm (5.90" to 19.96")
Paper width	165 to 520 mm (6.50" to 20.47")
Cutoff length(Page length)	Maximum 1,000mm(3.28')

Truepress  **Jet520**



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