

# Digital Information

## InkZone Box



## InkZone Card



## InkZone Strip and Tape



## Key Product Strengths

- Improves plant efficiency by linking prepress workflow with new or legacy printing press consoles
- Utilizes existing smart media from press console
- More versatile than manufacturers systems – more benefits – broad integration with variety of manufacturers
- Complementary to color, workflow and QC systems used in prepress and pressroom
- Supports multiform jobs and re-prints using saved data files
- Makes reports for job ticket archives

## Why Preset?



## Target Markets & Selling Points

Litho print shops that use a prepress workflow with digitally-imposed layouts can save hours on each makeready with the accurate presetting offered by Digital Information InkZone. With support for most any brand and age of press, InkZone utilizes dozens of prepress file formats and workflows to improve pressroom productivity. Web and sheetfed print shops that use half-size or full-size presses from 1/c to 6+/c are in an ideal position to benefit from InkZone.

Typical annual savings range from \$20,000 to \$90,000 providing a good economic return on system investment.

## Implementation Requirements

InkZone requires a prequalification survey about the workflow, presses and file information. Users must have a server with 2 Ethernet ports to process data files. Press consoles will need media devices that are in good working order, and the InkZone Box needs to be located near an Ethernet access point either in prepress or the pressroom. Two electrical outlets are required in total.

## Performance Capabilities

InkZone is built to meet the performance demands of daily production use. Systems are rugged and engineered for typical pressroom conditions.

## Ink Presetting System



### Use prepress data to improve productivity of new or legacy presses

The latest color technology from Digital Information bridges prepress and the pressroom to deliver accurate ink presets across multiple press types from most any prepress workflow. No other solution delivers the performance and versatility of InkZone.

Features	Benefits
Uses prepress layout data from each printing form to predetermine ink key settings for each unit of the printing press	When compared to manual ink key settings or plate scanners; digital ink presetting saves time, improves accuracy and is simpler to use
Reduces makeready time by preparing the precise ink key openings based upon RIP-generated image content in conjunction with customized printparameters	Precise color adjustments during makeready can improve productivity and reduce wasted materials
Supports job storage media format for most popular presses	Add the benefits of CIP3 ink preset capability to many brands of printing press consoles, dating back to 1980 or earlier
Supports multiple press brands and models, including Heidelberg, MAN, Komori, Mitsubishi and KBA. Also supports additional manufacturer and third-party consoles.	Trouble-free implementation at most any shop, even those with multiple press brands. More flexibility than manufacturers branded ink-presetting solutions.
Makes use of most any workflow including CIP file formats	Makes implementation clear-cut by using existing digital prepress workflow
Rugged workstation for plateroom or pressroom use features an LCD touch-screen display	Interactive solution is as durable as it is easy to use, even for operators with no computer experience
With the addition of optional components, the system displays or prints unit-by-unit graphs of suggested ink key settings compared to the imposed press form	Operator can review and adjust settings manually if needed before the run; provides documentation of settings for repeat runs of a job
Optional custom press curve calibration service	Digital Information color expertise combined with the practical experience of operators gives optimized color preset performance tailored to specific print conditions and job parameters
Optional perfecting press capability	Yields further makeready savings on perfecting presses by pre-setting the ink keys for both sides of the sheet

# Digital Information

## Competitive Comparison



### Direct Competition

PRODUCT	PRICE	MKT. SHARE	STRENGTHS	WEAKNESSES
GMI	\$65K	Small	Large, market presence	Requires major renovation
Perretta	\$35K est	Small	Have niche installations, wide press support	Requires some renovation
Prismatic	\$20K est	Microscopic	Universal use (no press interface)	No press interfaces
LithoTel	\$25K-30K	Small	4 yr of experience	Channel, support resources, fear of growth, few presses supported
InkZone	\$22K	Small	Wide number of presses supported, good Swiss Quality	

### Indirect Competition

PRODUCT	MKT. SHARE	STRENGTHS	WEAKNESSES
Heidelberg CP2000/CPC32 with Prinect Prepr. Interface	Very large	Integration, advanced features, IP	Complexity, price, multi-brand shops, few retrofits
KBA CIPLink/Logotronic (OEM Bavaria Digital Technik and/or Eltromat)	Small	Integration, IP	Price, multi-brand shops, few retrofits
Komori Bladesetter and PCC Prepress Data Conversion System	Small	Integration, IP	Price, multi-brand shops, few retrofits
MAN Roland PECOM	Large	Integration, advanced features, IP	Complexity, price, multi-brand shops, few retrofits
Mitsubishi JobLink/PressLink	Small	Integration	Price, multi-brand shops, few retrofits
Other Press Mfr	Small	Integration	Price, multi-brand shops, few retrofits

## Frequently Asked Questions



### *How will ink preset benefit my business?*

Increased competition and a lower volume of printing have driven prices and profitability down for many print shops. One key area of savings is improved productivity. InkZone uses accurate RIP prepress data to communicate ink key settings to the pressroom, based on custom parameters for each shop. The result is shorter makeready and improved productivity, allowing increased profitability and shop competitiveness.

### *Why would I invest in an ink preset system and not just continue to do manual presetting?*

An ink presetting solution provides faster setup and more accurate results than manual/visual presetting. Operators will appreciate the use of familiar job media, and the fact that InkZone can bring all printing units up to color at the same time, including both sides on perfecting jobs. Based on this automation and savings, most shops can easily justify the investment in an InkZone system.

### *How can I handle 6 color jobs?*

InkZone can accommodate any number of printing units, from a single color press to 8- or 10-color runs. The accuracy is based on the same RIP data used to make films or plates and proofs.

### *I have a plate scanner, can I still use it?*

In most cases, plate scanners are replaced by a digital ink presetting system like InkZone. If your shop uses a plate scanner today, your operators will find InkZone delivers more accurate results because it is based on the digital, RIP data. The low contrast present in printing plates makes most plate scanners somewhat inefficient in capturing the full detail from each plate

image. In addition, the time taken to scan each plate, as well as the risk of damage caused by increased handling the plates, can be eliminated with the use of a digital ink preset solution like InkZone.

### *My clients are asking for details on the run, including density measures, every several thousand impressions. Does the system provide any means of collecting and reporting this information?*

InkZone provides an extensive data collection and reporting tool. There are many standard reports available, plus users can create their own custom reports, using 3<sup>rd</sup> party software not provided by Digital Information, to meet specific customer reporting guidelines

### *Can I set my own standards and configurations to fit the specific requirements of my shop?*

Yes, InkZone provides for customization of the configuration to fit each shop's specific requirements. These settings are specific to each press, and each ink color is assigned a unique fingerprint to ensure accurate on-press results. Additional customization can be considered for varying paper types. Digital Information offers consulting and customization services to fine tune presetting after the initial installation.