

INPRINT **press**release

**No 43/06 – 1/3
Beirut, 2006-08-28**

Where Are Newspapers Heading?

An interview with MAN Roland's newspaper experts Mr. Anton Hamm, Executive Vice President of MAN Roland Augsburg's Business Unit Newspaper Production Systems and Mr. Georg Riescher, Executive Vice President of MAN Roland Plauen's Business Unit Newspaper Production Systems.

Mr Hamm, Mr Riescher, what are the major topics in your current discussions with customers?

Anton Hamm:

We keep seeing a surge of creativity in newspaper publishing houses these days. Publishers are searching for all kinds of possibilities to become more profitable in their core businesses but also to enhance their existing product portfolio, with new print or electronic media. Buzzwords such as new formats, convergence, podcasts, web-to-print and all kinds of new target groups also play a role in our discussions. With our strong worldwide market presence, we are in the position to help our customers see new opportunities that their colleagues around the world are realising, and to think of their own options.

Georg Riescher:

When looking at the world market, you may sometimes be surprised at where creative ideas come from. Certainly one of the most innovative markets are the Middle East countries where the trend towards heat-set/coldset-combined newspapers originated. These newspapers print superb quality and therefore attract high-quality advertising customers. Our creativity is spurred by the fresh thinking of our customers, and we respond by designing new press layouts that offer our customers the flexibility they need for their future in a rapidly changing landscape.

What is your overall view on the situation of the printing industry worldwide?

Georg Riescher:

Presently we are facing an extremely dynamic market situation. There appears to be virtually no limit to the printing industry's worldwide growth although there are of course weaker and stronger markets. All of us are feeling very strongly the effects of the globalisation. This is often considered a problem, but one should always bear in mind that globalisation is not a one-way street, but – as any challenge – bears a lot of opportunities as well, especially for a global player like MAN Roland. For example one can see very strong growth of between 15% and 30% in annual advertising

Dynagraph traces its roots back to the 1970s. Dynagraph is at the cutting edge of transfer of printing technology.

Dynagraph for Printing Industry Ilc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with 90 employees.

Dynagraph aims for a balanced product mix between supplies, pre-press, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fujifilm Graphic Arts or DuPont.

In press, sheet and webfed MAN Roland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider_Senator, Theisen & Bonitz, and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

Dynagraph for Printing Industry Sal
Corporate Marketing & Communication
P.O.Box 165557 111001 Achrafieh

Beirut, Lebanon

Press Officer: Juliana Kara
Phone: +961 (5) 95. 40 01-110
Fax: +961. (5) 95. 20 75
E-Mail: jekara@dynagraph.net

Dynagraph.net

Dynagraph for Printing Industry Sal
– is a member of the Dynagraph Group

spending, above all in newspapers, in Eastern Europe, Russia, China, the Middle East and India. Growth rates are much lower in regions like Africa and South America due to unstable economic and political conditions.

Anton Hamm:

In Europe and North America, investments in print advertising are again getting stronger after the last few weak years. The distribution of ad spending on the different media channels is gradually shifting towards electronic media – on a very low absolute level however. In cross-media campaigns, print continues to play the biggest role but we notice a trend towards individualisation and segmentation in smallest target groups.

Which are the primary expectations of your customers these days?

Georg Riescher:

Most importantly, of course, competence, reliability and openness. But our customers can also expect from us that we show them which added values they can generate. For example, we develop new product ideas and business models together with them, and we show them how to better utilize their printing system.

Anton Hamm:

From a technical standpoint, customers are searching for opportunities to automate and integrate their whole operation. Times are over when we could just install a press and leave the task of bringing the process steps together to our customers. With our printnet networking system we feel we are in the pole position in this field – don't forget that with our PECOM system we have been leaders in press controls over the past decade.

Where are we standing in the field of automation nowadays? One would think that there can't be more automation and standardisation than we already have today.

Anton Hamm:

It's true that integration and production technology have reached a very high level, however there is more need for development in automation in order to fulfil our customers' wishes. After all, even today it is still the printer's task to coordinate the many parameters like ink and water, colour and cut-off register, folding and web tension, with all their interdependencies.

But industrial newspaper production with constant high printing quality on a high economic level requires a lot more. Practical automation solutions is what the customer wants and that publishing houses can really profit from. Will this vision of a newspaper customer be reality one day: "A printing operations manager will operate the complete newspaper press from his computer desk in the office. Operators at the press or at the reelstands should not be needed any more." Practical automation modules from MAN Roland are already important milestones in this direction.

A few examples: Pre-inking technologies such as QuickStart drastically reduce start-up waste. Cut-off and register controls will in the future be image-based and can take care of register-true production without marks. New automatic tension control systems ensure constant quality. All these systems are integrated in a total concept on the basis of printnet. This concept integrates the different process steps from editorial and advertisement departments through pre-press, printing and mailroom. The next step, as planned for the Verlagsgruppe Passau, will be the overall integration even of several printing sites in different countries.

What about the DICO imaging process? With the DICOweb you are certainly the technology leader in in-press imaging – will we see the deletable printing form in newspaper presses soon?

Georg Riescher:

Yes, we are working towards that goal. Of course we are the only ones with a deletable in-press offset process, but as with other technologies you have to look not only at technical but also economic viability. We are discussing both aspects with our customers in order to offer them the kind of solution they will be able to utilise best. Just screwing an imaging head into the press is certainly not the solution!

What we are looking at are the applications our customers want to realize in the future. In-press imaging can be the best solution for short print runs, but do you want to change the image in the whole press, in one unit or for just one plate, such as when you update stock exchange ratings or sports results? These kinds of considerations play a big role when deciding how to integrate the process into the press.

What about new concepts in your press design? Can we expect something new yet again from MAN Roland?

Anton Hamm:

We've had quite a few product launches in the last recent years: the XXL format COLORMAN, the COLORMAN in 4-1 concept, the CROMOMAN 3-1 and the UNISSET 3-2. The latest launch being that of the COLORMAN 4-1 took place at IfraExpo in Leipzig in October 2005. Moreover there'll be new machine configurations made of combinations of these presses.

Georg Riescher:

We see lots of great examples for this approach, such as super panorama ads.

What else are you offering your customers, apart from the press and automation systems?

Anton Hamm:

In the first place we see a lot of opportunities: new products will be produced with new presses and there are a lot of creative ideas in the market and industry in general and in our company as well.

Mr Hamm, Mr Riescher, thank you very much for this interview.

Ref. MAN Roland Druckmaschinen AG

For more information about MAN Druckmaschinen AG and their product range kindly refer to your local Dynagraph partner.