

WOW! at Work

Digital Printing Insider

Graphic Arts | March 2012



Canon
CANON GROUP

Welcome to Océ... Welcome to WOW!

Wow is... book publishing! With a world moving from analog to digital, the book market is still the fastest growing digital print application by volume. Over the next five years 45 billion additional book pages will be printed and Océ is delivering technology to meet the needs of this dynamic market. With a full range of cut sheet and continuous feed color and black & white digital printing systems, Océ is delivering solutions that meet today's complex market requirements.

A Book of One: Streamlining Book Production



**Rick Foley, Vice President,
Strategic Solutions for
Océ North America**

Océ realizes the importance and significance of custom solutions. Every customer is unique and has different business challenges. Twenty-seven year Océ veteran Rick Foley is Vice President of Strategic Solutions for Océ North America. His mission is to work with customers on their specific problems and deliver tailor-made solutions.

According to Foley, "My team has expertise in both print technology and software solutions. We are responsible for the in-house customization of solutions and associated professional services. We communicate local needs to the international development group as well as build product extensions based on our core products. We work closely with customers to evaluate their existing business processes while suggesting technological solutions as well as providing application development."

Océ offers a full range of cut sheet and continuous feed color and monochrome digital printing systems that make printing books on demand or in short runs, cost-effective and profitable. Foley says, "This is a big market opportunity for print service providers and my team is working closely with select customers to simplify the process of creating a book of one. Clearly, with new high-speed inkjet technology, end-to-end automation is critical."

According to Foley, "With our roll-fed devices, the most efficient way to produce books is 2-, 3-, or 4-up depending on finished book format. Large manufacturers like Lightning Source and R.R. Donnelley developed software tools to appropriately gang books to automate production and finishing. Smaller book printing companies didn't have the resources to create complex IT infrastructure. Smaller printers told publishers there was a minimum order quantity based on imposition requirements or produced what the publisher requested and generated waste."

The strategic solutions team took that on as a challenge and created a "Book of One" PRISMA® software extension to facilitate efficiently producing books in a run length of one. The "Book of One" solution automates book production through a highly efficient batch, barcode and scanning process. This software groups jobs based on parameters that improve process efficiency. This includes

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- Bookmasters Customer Video
- Océ JetStream® Press Demo



View the Press Demos!

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- Building a Loyal Customer Base
- InPlants: Opportunities in Value-Added Services
- From PSP to MSP:
 - Making the Transition
 - Business Plan Modification
 - Go-to-Market Strategies

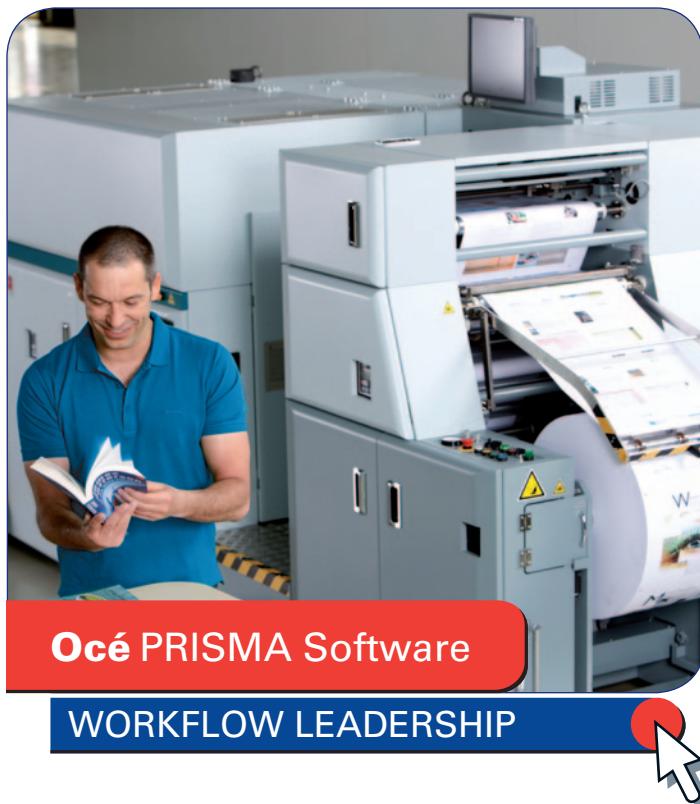
Questions?

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A Book of One: Streamlining Book Production (continued)



Océ PRISMA Software

WORKFLOW LEADERSHIP

trim size, media, imposition, finishing (perfect bound or saddle stitched), and most importantly page count. Every five seconds orders in each queue are read and sorted by page count. If the copy count allows for multiple impositions, the software immediately breaks a job into appropriate quantities to optimize production capabilities. This automation helps reduce production costs while maximizing revenue. With automated Book of One production, print providers of all sizes and capabilities are better prepared to enter the digital book printing arena or expand on an existing business.

Foley wraps up by saying, "I have a team of people that looks at each business challenge as an opportunity. We saw a way of solving run length as one of the obstacles for book printers of all sizes. Delivering books cost effectively in a run length of one is just one example of how we can take a complex problem and deliver a solution to drive more business for our customers."



Visit OcéProductionPrinting.com/GraphicArts

Learn more about how Océ can help streamline your book production. Download the Océ Digital Book Production brochure.

A Whole New World For Book Publishing

It truly is a whole new world for book publishing. No matter where you are – at the beach, on an airplane, or in the subway – you will see people with their Kindles or iPads. There are headlines in every magazine and newspaper about Google's Publishing platform, tools from Apple that threaten the text book market, Amazon's success with ebooks, and predictions of the demise of the publishing industry as we know it.

While the transition to digital is not moving at the same rate for all publishing segments (Trade, K-12, Higher Education, Professional, and Scholarly), it is generally believed that ebook sales will account for a substantial portion of trade revenues within the next five years. Just a few years ago, traditional companies were more frightened of this transformation than excited about the opportunity. Today, this has reversed. Printers, publishers, booksellers, distributors, and agents have embraced the new technologies and are retooling their businesses to accommodate a world of digital and printed books.

The Good News... Book Sales Are Up!

In August 2011, the Association of American Publishers (AAP) and the Book Industry Study Group (BISG) released the U.S. BookStats. This is considered one of the most comprehensive statistical surveys conducted in the modern publishing industry. It is focused on capturing size, scope, revenue, and expansion across multi-platform content and sales distribution channels. Net sales for publishers increased to \$27.94 billion in 2010, representing a



5.6% increase over 2008. Publishers sold 2.57 billion net units in 2010, marking a 5.6% increase over 2008. Growth hit all segments. Higher education was up 18.7%, with sales reaching \$4.55 billion in 2010. Sale of trade books grew 5.8% to \$13.9 billion, partly fueled by ebooks. One of the strongest growth areas was adult fiction, which saw a revenue increase of 8.8%. While ebooks represented only .6% of the total market in 2008, this share had risen to 6.4% by 2010. A September 2011 Harris Poll indicates

A Whole New World For Book Publishing (continued)



that one in six Americans (15%) currently uses an eReader, while another 15% plan to purchase one in the next six months. At the same time, however, this also implies that 70% of the market does not own an eReader and has no near-term plans to acquire one.

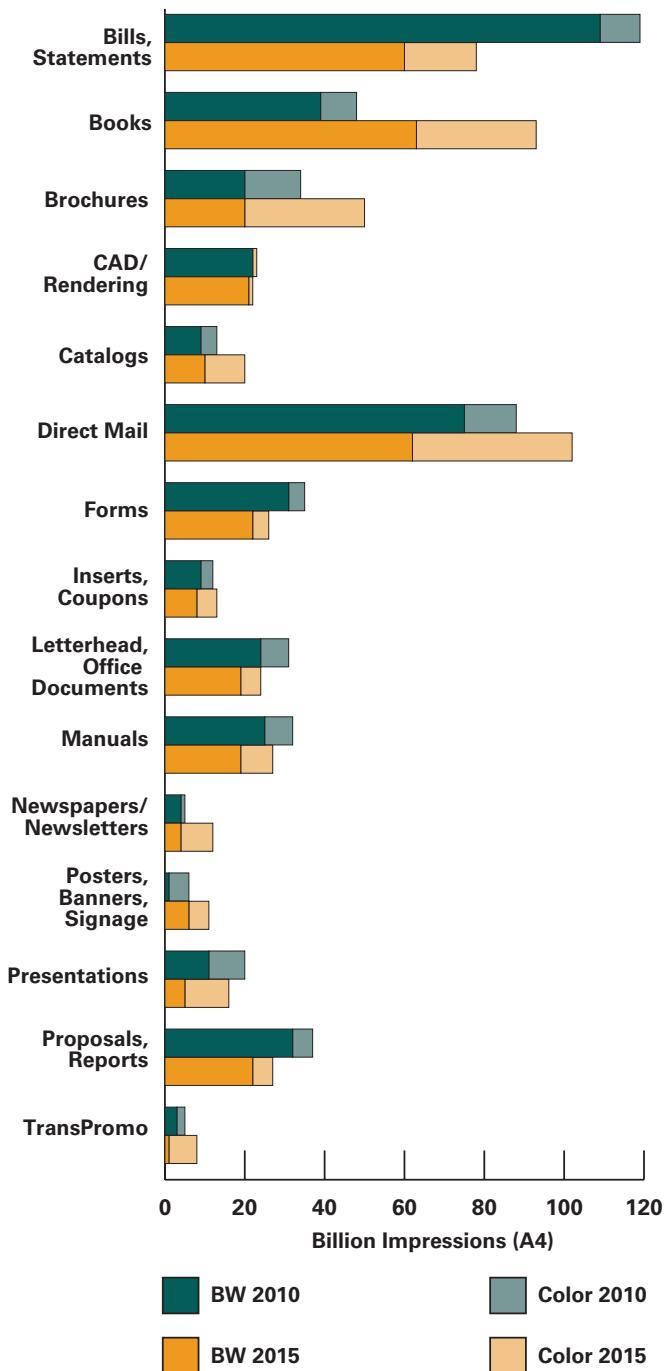
The key message is that eReaders are definitely here to stay, so the printing and publishing worlds must change with the times. There will always be a place for hardcover and paperback books, but recent developments will demand a huge transition for book printers and publishers alike. How businesses adapt will determine who is left standing five years from now.

Books... From Analog to Digital

InfoTrends recently completed its 2010–2015 *U.S. Digital Production Printing Application Forecast*. Print is driven by applications, and digital production printing is no exception. Demand for specific applications changes over time for a number of different reasons, including growth in usage, electronic replacement, and shorter runs. This study explored 28 specific application segments and measured digitally printed application volume changes in A4 (U.S. letter-sized) equivalent impressions (see figure 1).

The top three production digital print applications in the U.S. will be direct mail, books, and bills and statements. Combined volumes for these applications are expected to exceed 270 billion impressions. Book printing is expected to account for a 16.6% share by the end of the forecast period (94.5 billion impressions).

Figure 1: Top 15 Applications by Digital Print Volume, 2010 and 2015 (U.S.)



A Whole New World For Book Publishing (continued)



In terms of pure pages, the book market is expected to show the biggest gain. Its share is expected to experience a compound annual growth rate of 14.2% between 2010 and 2015, representing over 45 billion pages by the end of the forecast period (see figure 2).

Inkjet and digital printing will aggressively begin to displace analog offset printing of books. Improvements in continuous-feed inkjet printers will fuel the shift to digital printing within the book market. Every aspect of inkjet – speed, quality, and format – will see significant leaps in performance during 2012.

Publishers Will Respond!

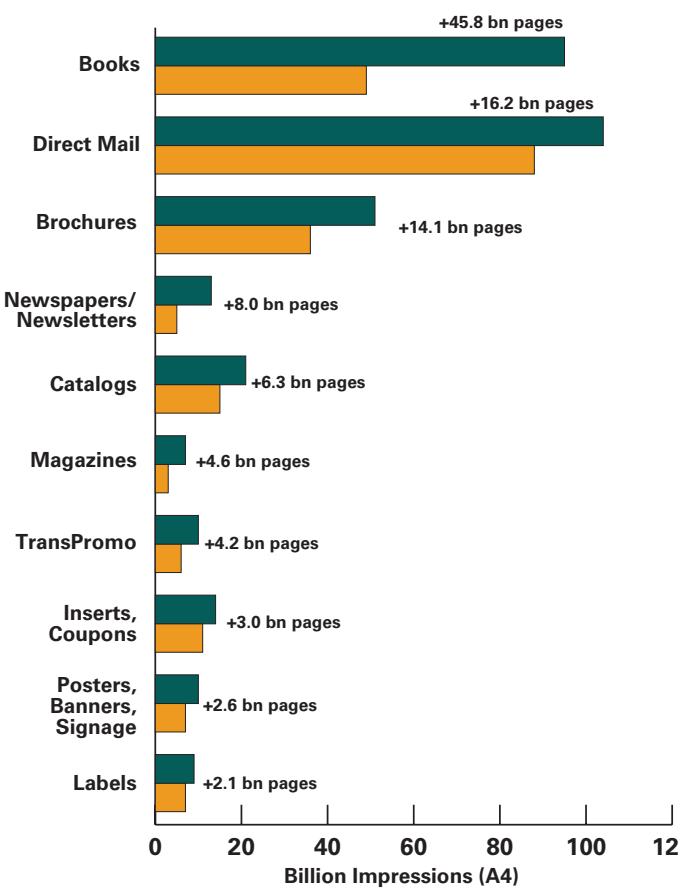
Digital printing is destined to grow in volume at the expense of conventional printing for the book market. In an uncertain market, publishers are beginning to embrace digital because it enables shorter runs. Shorter runs reduce the amount of unsold books, reduce storage costs, allow reprinting in smaller batches, and offer the opportunity to print specialty books for niche markets, including self-published books.

There is much confusion about how consumers want their content delivered, but digital printing will provide the answer. Publishers understand the value proposition, and everything links to dollars and cents.

The Bottom Line

Technology keeps changing and publishers, authors, and printers are feeling the effects. Although print isn't going away, ebooks are here to stay. Publishers need partners with technology and service offerings that will help content move seamlessly between traditional book printing, on-demand digital printing, and electronic distribution.

Figure 2: Fastest Growing Applications by Absolute Digital Print Volume Gain (U.S.)



Bookmasters: When Full Service Really Counts

Over the past 40 years, the Bookmasters Group in Ashland, Ohio, has grown from a print broker into a vertically integrated provider of printing, content, and distribution services. Bookmasters can handle every step of the publishing process – from initial documentation and developmental editing to text and cover design, book printing, ebook conversion and distribution, marketing and social media promotion, warehousing, fulfillment, and distribution. According to Larry Bennett, president of distribution services for Bookmasters, “Full service is critical. It has a major impact on the total cost. We work with our clients on all aspects of the publishing process.”

Full Service at Bookmasters Includes the Following Three Key Areas:

Book Manufacturing

When it comes to print production, Bookmasters has state-of-the-art capabilities to provide publishers with exactly what they want. Its printing capabilities include high-quality sheet fed offset, web offset, and digital, for producing one- to four-color text. The company provides economical solutions by utilizing a wide variety of quality in-house stocks. Common trim sizes range from 4.75" x 7" to 9" x 12". Using popular coatings for covers or dust jackets creates a professional finishing touch.

Bookmasters most recently installed an Océ JetStream 1000 digital inkjet printer, supported by an in-line Muller Martini Sigma finishing system. Bennett reports, “The quality of the Océ JetStream inkjet device rivals toner-based and offset printing, but is more affordable for short runs and print-on-demand. The popularity of print-on-demand and short-run digital printing is rising because it allows publishers to minimize return risk; cut inventory financing, obsolescence, and storage costs; save on freight and handling; and get books to market faster. By producing these savings, along with the lower unit print costs, Bookmasters’ inkjet solution raises the crossover point of digital versus offset to the 2,000 to 4,000 unit range, a very attractive alternative for trade and scientific, technical, and medical (STM) publishers.”

Bookmasters’ binding capabilities include perfect binding, case binding, Smyth sewing, saddle stitching, double Wire-O, comb, plastic coil, Lay-Flat, and trim-four/drill-three for loose leaf.

Content

Bookmasters Content Services is a leading pre-publishing service organization offering publishers total content management solutions. Whether it is project management, editorial, or conversion services, Bookmasters is equipped to deliver all types of services and solutions for print, online, and e-publishing media.

Bennett says, “We provide our publishing partners with technical and project-specific solutions for their professional, educational, college, and trade book productions.

Our teams specialize in creating efficient workflows, allowing us to provide our partners their desired output regardless of format. Our production structure also enables us to offer our K-12 publishing partners NIMAS conversion to assist them in meeting specific state mandates for the repurposing of their products for the disabled student.”



Distribution

Bookmasters has a state-of-the-art production and warehouse facility strategically located in central Ohio. It features a 24/7 customer service team and 24-hour order turnaround. It also provides publishers with multi-channel sales and marketing services, e-commerce services, credit and collections, and distribution services in the U.S. and Canada, as well as international distribution through global partnerships.

Bennett says, “Distribution is more than getting a book to the right place. Our commitment is to successfully guide publishers through the process of increasing awareness of and interest for their titles. Book marketing and promotion is crucial to publishing activity. Distribution to us means a full service portfolio.”

In wrapping up, Bennett says, “Our vision for Bookmasters is to be a flexible, secure, and an effective partner for independent publishers looking to maximize profits in a challenging marketplace. At a time when new technology is challenging the traditional parameters of publishing and distribution, Bookmasters wants to enable independent publishers to produce and deliver content in the format and context that customers want.”



Océ JetStream: The Perfect Fit for Books



Océ recently announced it has further expanded its successful inkjet-based Océ JetStream family with the launch of a new series of 30" monochrome inkjet printers optimized to offer the highest productivity. With a footprint of only 291 square feet, these new systems are the most compact systems in their class, fitting into almost all existing production plants.

The customer can choose between three models, each with different speed ratings:

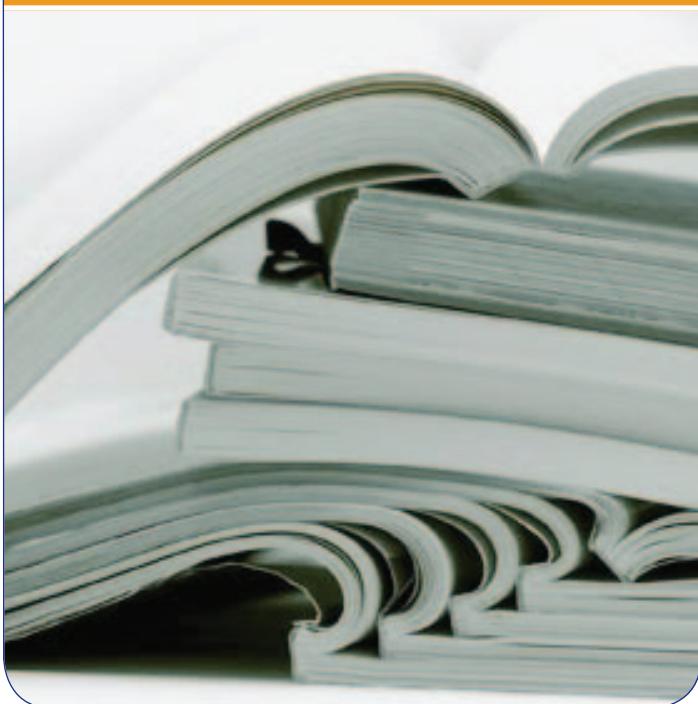
- Océ JetStream 2300 mono: 328 feet/minute (2,147 letter/minute)
- Océ JetStream 3300 mono: 492 feet/minute (3,221 letter/minute)
- Océ JetStream 4300 mono: 656 feet/minute (4,295 letter/minute)



All three models combine 30" paper width and 29.5" print width with heavy-duty offset reliability and 1,200 dpi perceived image quality and are available with Océ pigment ink. The Océ JetStream 4300 mono is the fastest 30" inkjet printer in the industry. It runs at up to 656 feet per minute or 4,295 letter images per minute. From a productivity point of view, the Océ JetStream 4300 mono has roughly a 20% higher output per shift than other comparable systems.

Environmental Considerations

As is the case with all members of the Océ JetStream family, these new high-speed monochrome wide series models are based on core technologies such as the Océ SRA MP controller architecture and the field-proven Océ Digidot® inkjet technology, the latter being renowned for its efficient use of resources. The Océ JetStream 4300 mono exhibits the lowest energy consumption per million letter pages printed. Moreover, the Océ JetStream 4300 mono generates a comparably small amount of blank paper at stops/starts, even at high speed and 30" paper width.



Océ JetStream: The Perfect Fit for Books (continued)

Vivid Print Quality

The monochrome models of the Océ JetStream wide series include Océ's multilevel mode, presenting highly dynamic and crisp images with a perceived image quality of 1,200 dpi. Furthermore, Océ JetStream systems operate with very small user-settable droplet sizes offering great flexibility in the choice of media. Low ink usage prevents paper curling and wrinkling, allowing immediate and effortless post-processing. It also contributes to a lower TCO.

A Perfect Fit for Book Printing

The new Océ JetStream monochrome products offer an excellent value proposition, particularly in the fast growing digital book printing market. The standard configuration will be roll-to-roll for further off-line finishing. In addition, the new series offers tight web interfaces for in-line book and newspaper post-processing systems.

Sebastian Landesberger, Executive Vice President of Océ Production Printing, notes, "With these monochrome models of the Océ JetStream wide series, we're building on our vast installed base of toner printers that we have placed over the years in the book market. We're pioneers in this field – with more than 200 webfed systems installed since 1996, we're recognized as a highly competent leader in this market. The new Océ JetStream mono series is destined to continue this success. It enables larger book production runs such as straightforward trade books to be produced at competitive prices. Until now, these types of jobs were the province of conventional printing."

 [Visit OceProductionPrinting.com/GraphicArts](http://OceProductionPrinting.com/GraphicArts)

View the Océ JetStream press demo to learn more about how Océ JetStream monochrome inkjet printers can maximize your productivity.





WOW! at Work

Reinvent Your Publishing Model

No doubt about it. The book publishing business is an industry in transformation. Today's market is driving production of books to faster, shorter run digital platforms. For publishers, the time to improve efficiencies and reduce costs is now. Look to Océ digital book solutions to leverage the power of automation and just-in-time technology to simplify every step of the production workflow.

Learn how a leading book printer meets the needs of large publishers with print-on-demand. *View the video!*
www.OceProductionPrinting.com/GraphicArts

Questions? Call Us: 1-877-OCE-4WOW (1-877-623-4969) Email Us: us.oceinfo@oce.com



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Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions.

Put **WOW!** to work for you today! Visit OceProductionPrinting.com



Questions?

Call Us: **1-877-OCE-4WOW (1-877-623-4969)** or Email Us: us.oceinfo@oce.com

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