

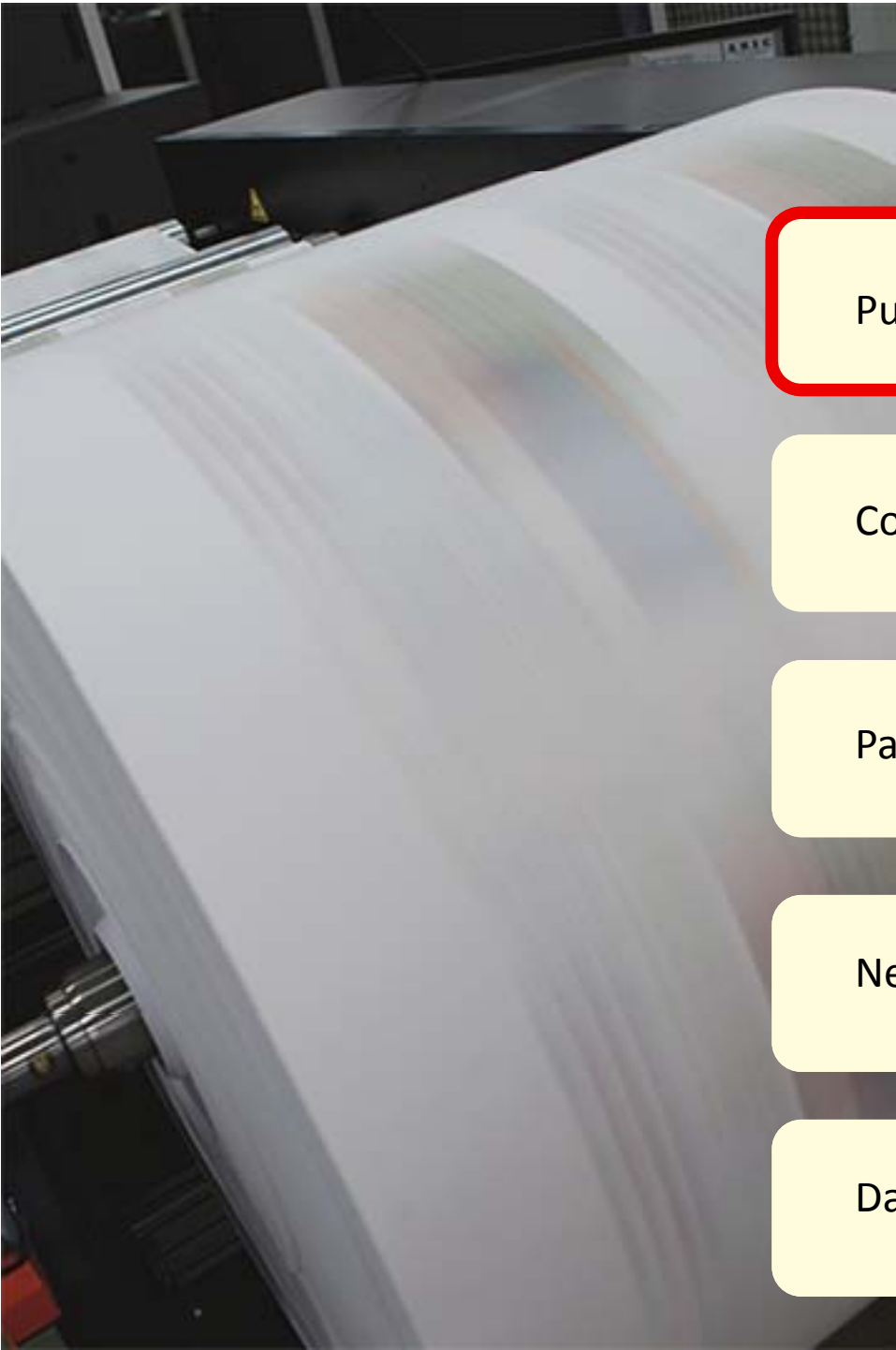


技術委員会・国際委員会
共催セミナー

産業用インク ジェットの状況

コダック合同会社
EIS事業部
山田 明伸

Kodak



Publishing

Commercial (DM)

Package

Newspaper

Data Print/Business Form

Kodak



Executives

John Place
CEO
Christian Schamberger
President

HQ

Rochester, NY

Employees

200+

Equipment

Kodak Prosper 5000 (2)
Kodak Prosper 1000 (1)

Application

Publishing
Commercial

Website

mercuryprint.com



従業員数 : 約200名

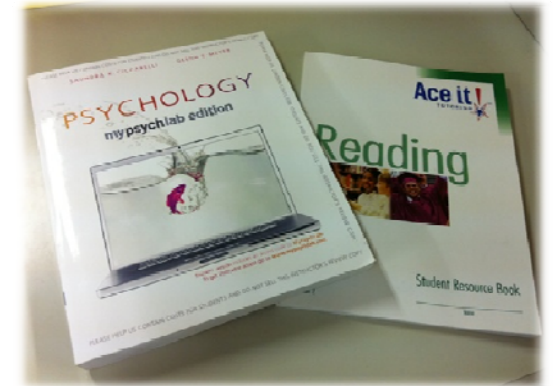
メインアプリケーション : Book(教育関連)

主なクライアント

- McGraw-Hill
- Harcourt
- Pearson

Prosper 5000XLi導入の目的

- 1500冊以下では採算の合わないオフセットからの切替え
- 100冊以上では採算の合わない電子写真デジタル印刷からの切替え
 - Prosperのランニングコストは電子写真デジタル印刷機の1/4
 - Prosperの生産性は電子写真デジタル印刷機の30台分に匹敵



現状設備：

- Prosper 5000XL Press with IOS (Image Optimizer Station) ロールtoロール
- Prosper 1000 Press ロールtoロール
- ハイエンド電子写真デジタル印刷機：10台（ここ数年で6台は廃棄）
- Laser Max社製ブックブロック作成システム：2台



Prosper 5000XLi



Prosper 1000



Laser Max社製ブックブロック

Kodak

電子写真
デジタル

1～100冊 Books

※月間PV: 750万ページ/10台

Prosper

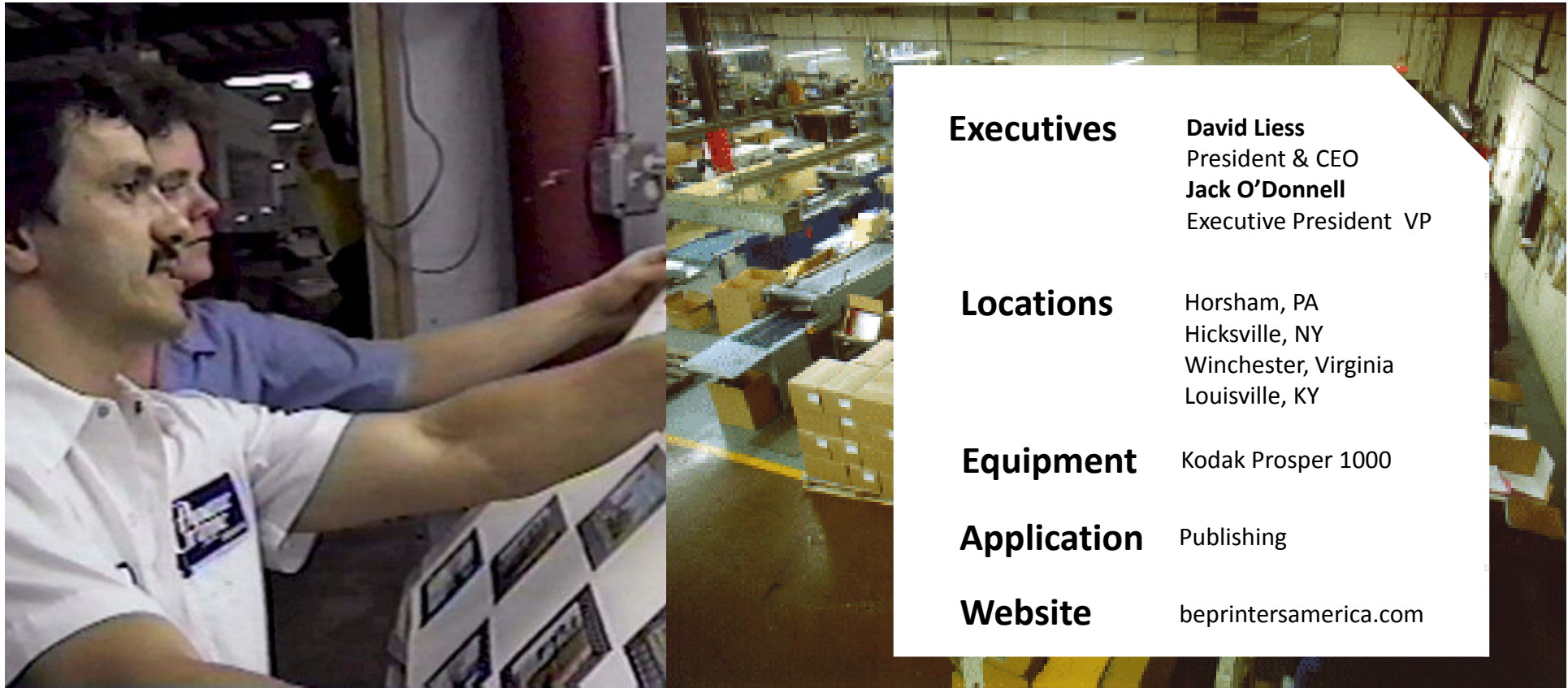
50～1500冊 Books
※月間PV: 3000万ページ/台

オフセット
印刷

1500冊以上 Books
但し外注に出すケースも多い



Kodak



Executives

David Liess
President & CEO
Jack O'Donnell
Executive President VP

Locations

Horsham, PA
Hicksville, NY
Winchester, Virginia
Louisville, KY

Equipment

Kodak Prosper 1000

Application

Publishing

Website

beprintersamerica.com

Offset Paperback (**OPM**) part of Bertelsmann AG and BE Printers division. **OPM** is one of the largest manufacturers of mass-market paperback books in the world producing approximately 350 million mass market and digest book products a year in one of the most automated book manufacturing plants in the industry.

CUSTOMER PROFILE

Repro India serves customers including publishers, corporations, educational institutions and government agencies, providing end to end content, print and delivery solutions across multiple product formats.

BUSINESS DEMAND

With India's **dynamic book publishing market** evolving, the company looked to capture the market for **shorter runs with quick turnaround times**.

SOLUTION

Kodak Prosper1000 Press and Kodak NexPress to provide printing POD trade books.

Locations	Mumbai, India
Equipment	Kodak Prosper 1000
Application	Publishing



PHOENIX PUBLISHING & MEDIA GROUP

CHINA'S LARGEST PUBLISHING HOUSE CREATES A NEW PATHWAY FOR GROWTH THROUGH ITS DIGITAL PRINT ON DEMAND STRATEGY.

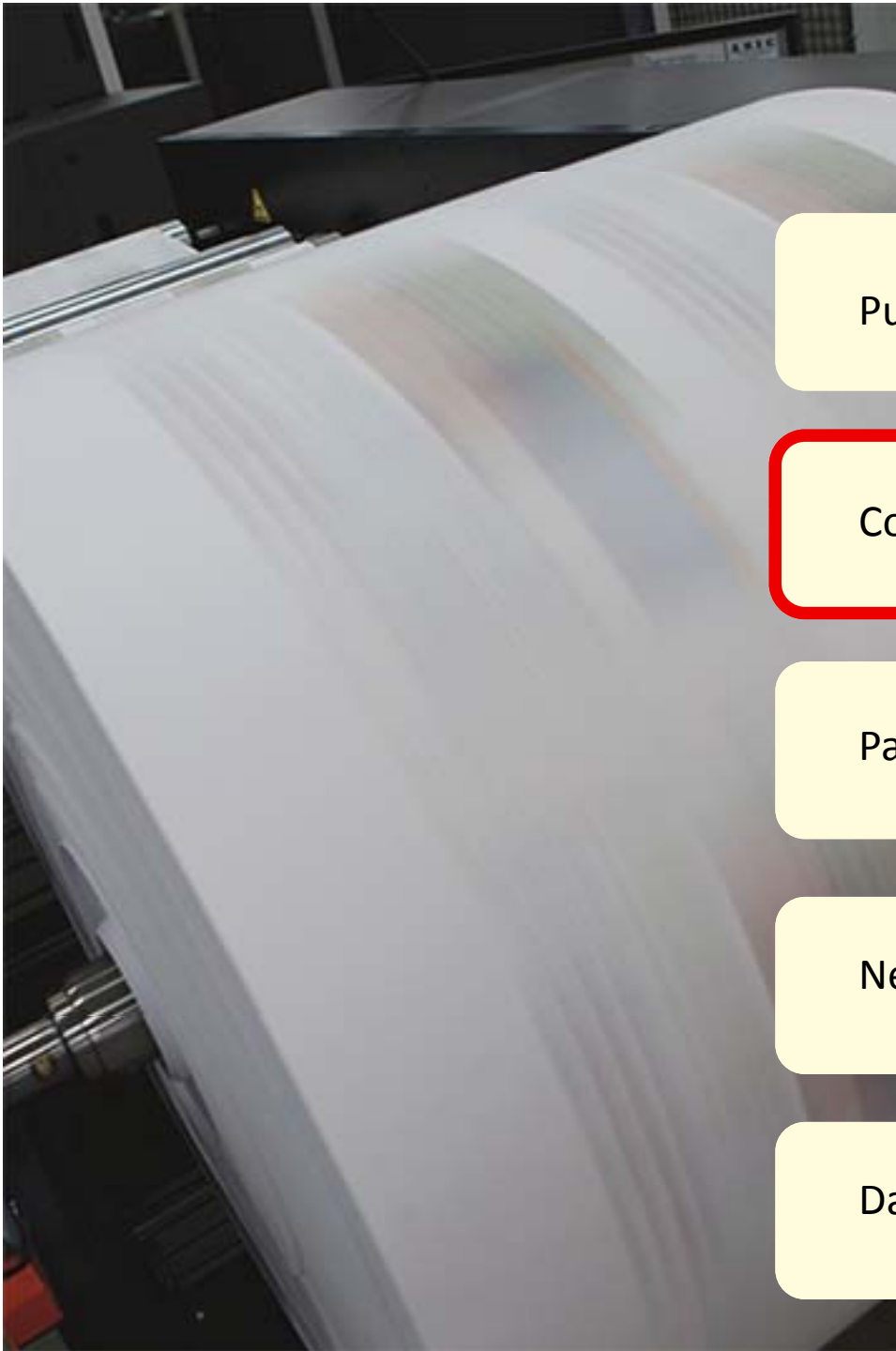
"Printing and publishing on-demand(POD) is the future of the industry and one of the most important strategies that publishers need to embrace to grow in today's digital marketplace. The KODAK PROSPER 1000 Press gives us the ability to improve our supply chain and drive new business opportunities, with high-quality and high-speed digital printing."

Li Xue, Deputy General Manager of PPMG.



Locations	Nanjing, China
Equipment	Kodak Prosper 1000 Kodak Prosper 6000C
Application	Publishing





Publishing

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Industry Leading Variable Data Printing



WILEN GROUP IS AMONG THE TOP 1% OF VARIABLE DATA PRINTING DIRECT MAILERS IN THE U.S.

Wilen Direct offers the latest in Variable Data Printing (VDP) technology, including 4-color VDP that helps personalize your marketing message without sacrificing quality or time. Our 600-dpi printing offers extremely high levels of detail for personalization, while our 4-color VDP eliminates the need for pre-printing and storage. We can help you increase your response rates and ROI while eliminating the costly versioning expenses of in-line presses.

Executives

Darrin Wilen
President/CEO
Kevin Wilen
Vice President
Jeff Obermiller
VP Manufacturing
Rob Notare
Plant Manager

HQ

Farmingdale, NY

Production

Deerfield Beach, FL

Employees

400+

Equipment

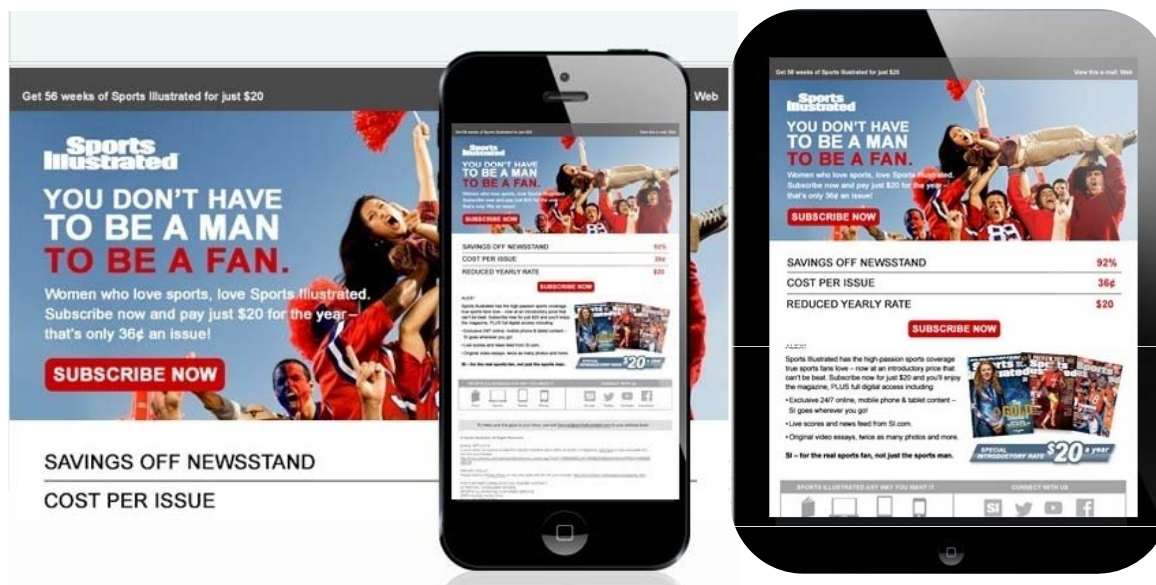
Prosper S10 4-color
Kodak Prosper 5000 Xli

Application

Direct Mail
Marketing Services

Website

wilendirect.com



Kodak



Japs-Olson Company

Direct mail and commercial print



Your Direct Mail and Commercial Printing Specialists

Executives	Mike Beddor CEO Micheal Murphy President
HQ	Minneapolis, MN
Employees	620+
Equipment	Prosper S10 Kodak Prosper 6000 C Kodak NexPress
Application	Direct Mail Marketing Services
Website	japsolson.com

Full Service Production in One Facility

Japs-Olson is a full-service direct mail and commercial printing organization that reduces print production time and improves cost effectiveness. Our company offers integrated marketing solutions that reach customers and measure results.



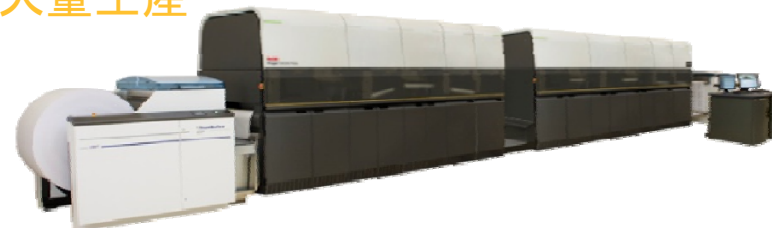
Japs-Olson Company

Direct mail and commercial print

データ解析を施したパーソナライズDMの小ロット大量生産



meijer



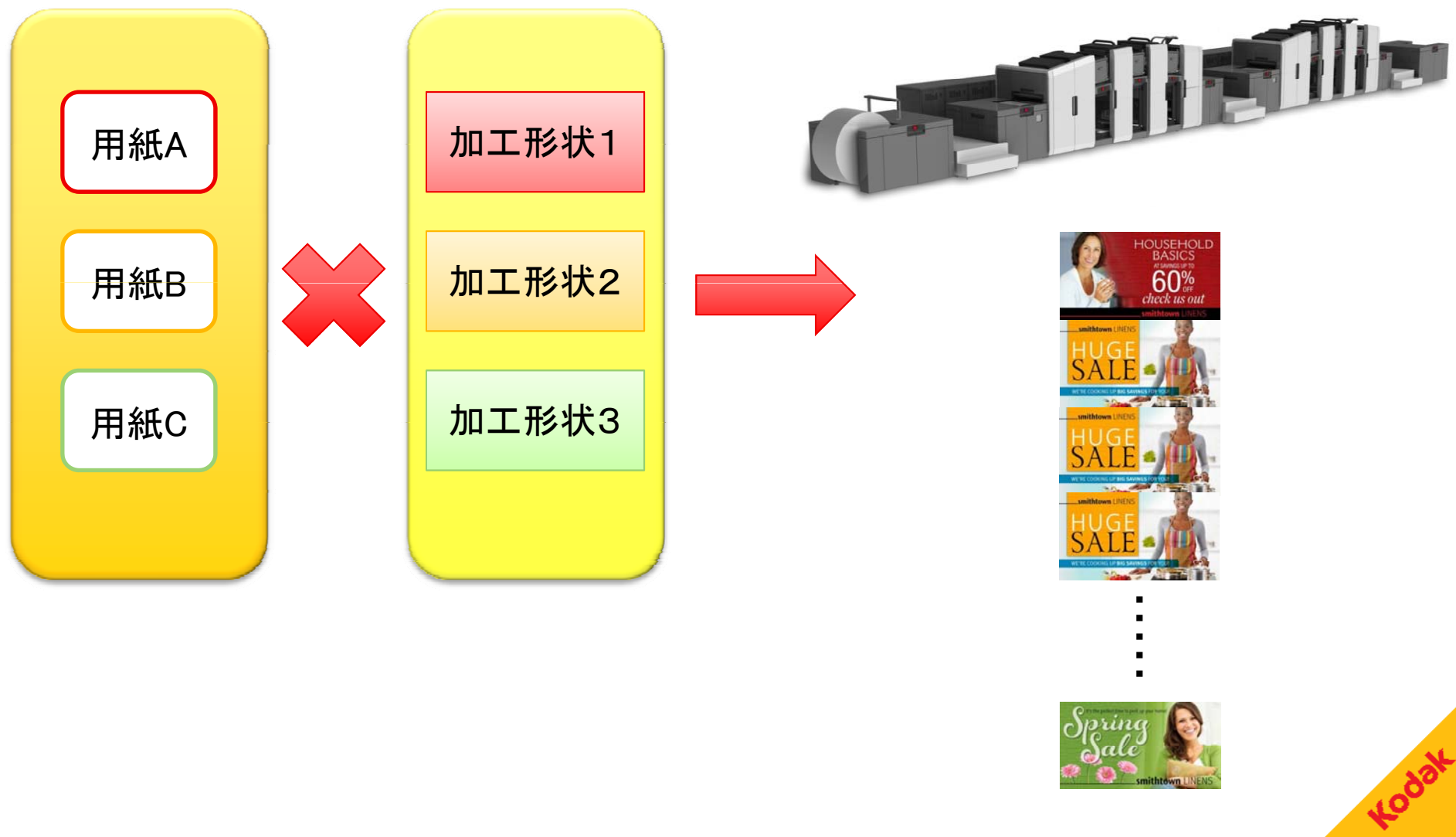
Printed by Prosper 5000XLi

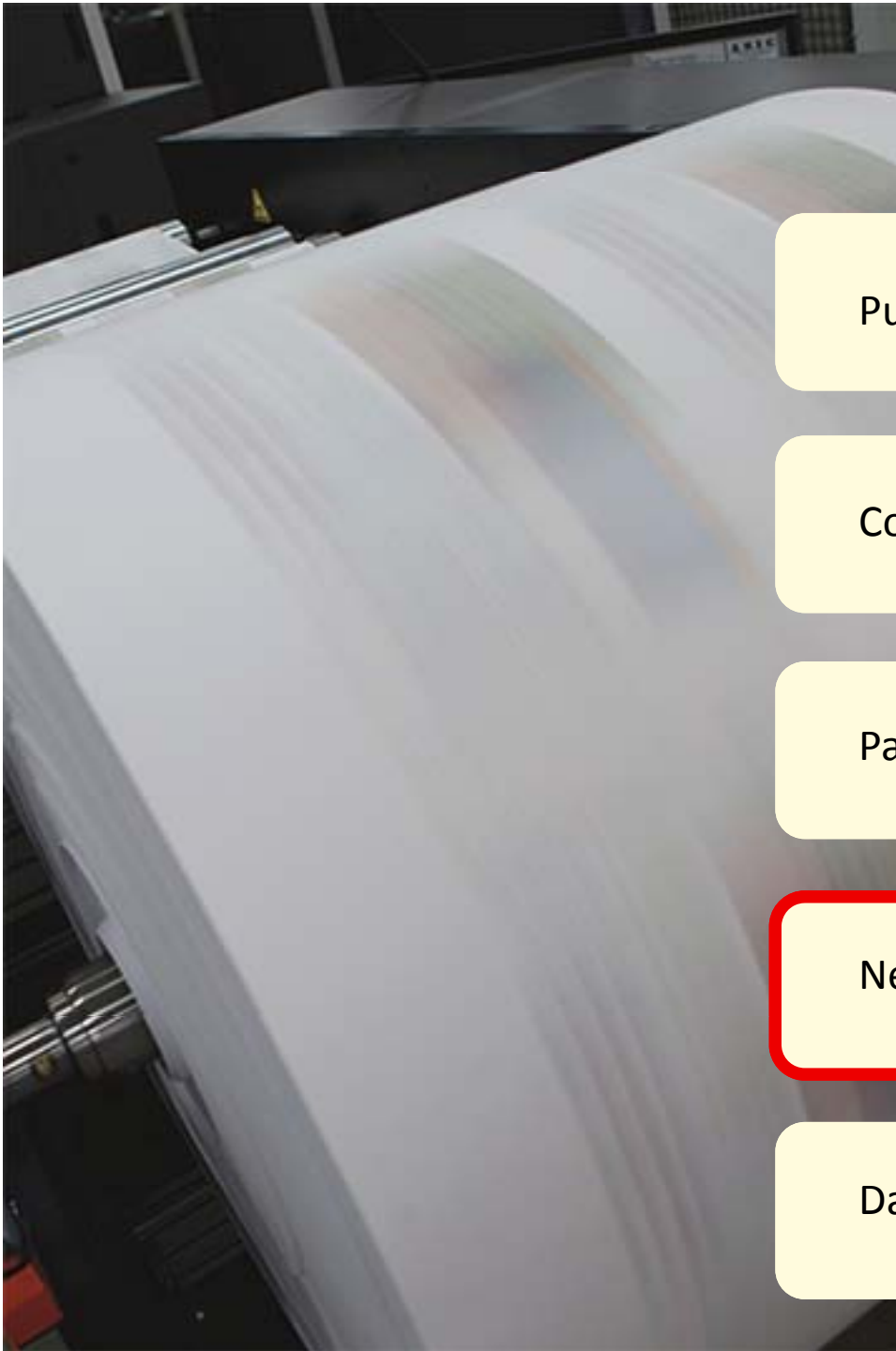


Kodak

データ解析を施したパーソナライズDMの小ロット大量生産

用紙、加工形状を標準化し、同一のジョブは1ロールで生産





Publishing

Commercial (DM)

Package

Newspaper

Data Print/Business Form

Kodak



Axel Springer SE wants to become the leading digital publisher. The digital media channels already contribute more than 50 percent of total pro-forma revenues today.

Employees	12,843
Total revenues	€ 2,801.4 million
Operating profit (EBITDA)	€ 454,3 million
Headquarters	Berlin
Listed on stock exchange	Since 1985, since 2010 listed in the MDAX
Data refers to financial year 2013.	



Locations	Hamburg, Germany
Equipment	Kodak Prosper S20 & S30
Application	Newspaper
Website	axelspringer.de

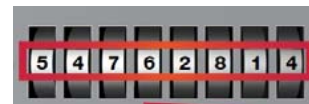


Bild紙の3つの試み

Cash Million



Interaction AD



Offline to Online



Bild紙の3つの試み

- **Cash Million（新聞媒体上の宝くじ）**
 - 頻度 : 2週間に1回
 - 成果 : Cash Millionを掲載した際は約3%発行部数が伸びる
 $250万部 \times 3\% = 7.5万$ 1部1€とすると7.5万€=1000万円の売上増
- **Interaction AD（インタラクティブアド）**
 - 新聞広告にナンバリング印字を施し双方向のコミュニケーションに役立てる
 - 頻度 : 不定期
 - 成果 : 通常の広告枠より30%高いプレミアム価格を設定している
- **Offline to Online（紙からオンラインコンテンツへの誘導）**
 - 有料オンラインコンテンツへの期間限定アクセス権を発行
 - 頻度 : 毎日



日本におけるアプリケーション開発事例

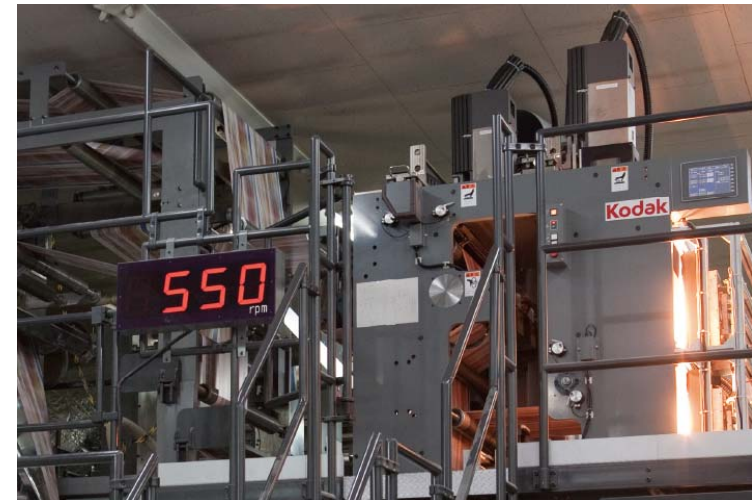
国内初

B2商業印刷輪転機インライン

S10 (300m/分)

ナンバリングチラシ

折り込みチラシ事例(タイヘイ様)

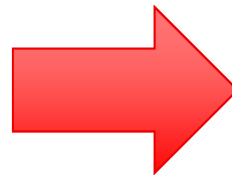


Kodak

日本におけるアプリケーション開発事例

ログが取れる折込広告への発展

抽選端末(モナール)の開発



抽選くじ付の折込チラシ

- バリアブルQRコード
- シリアル番号

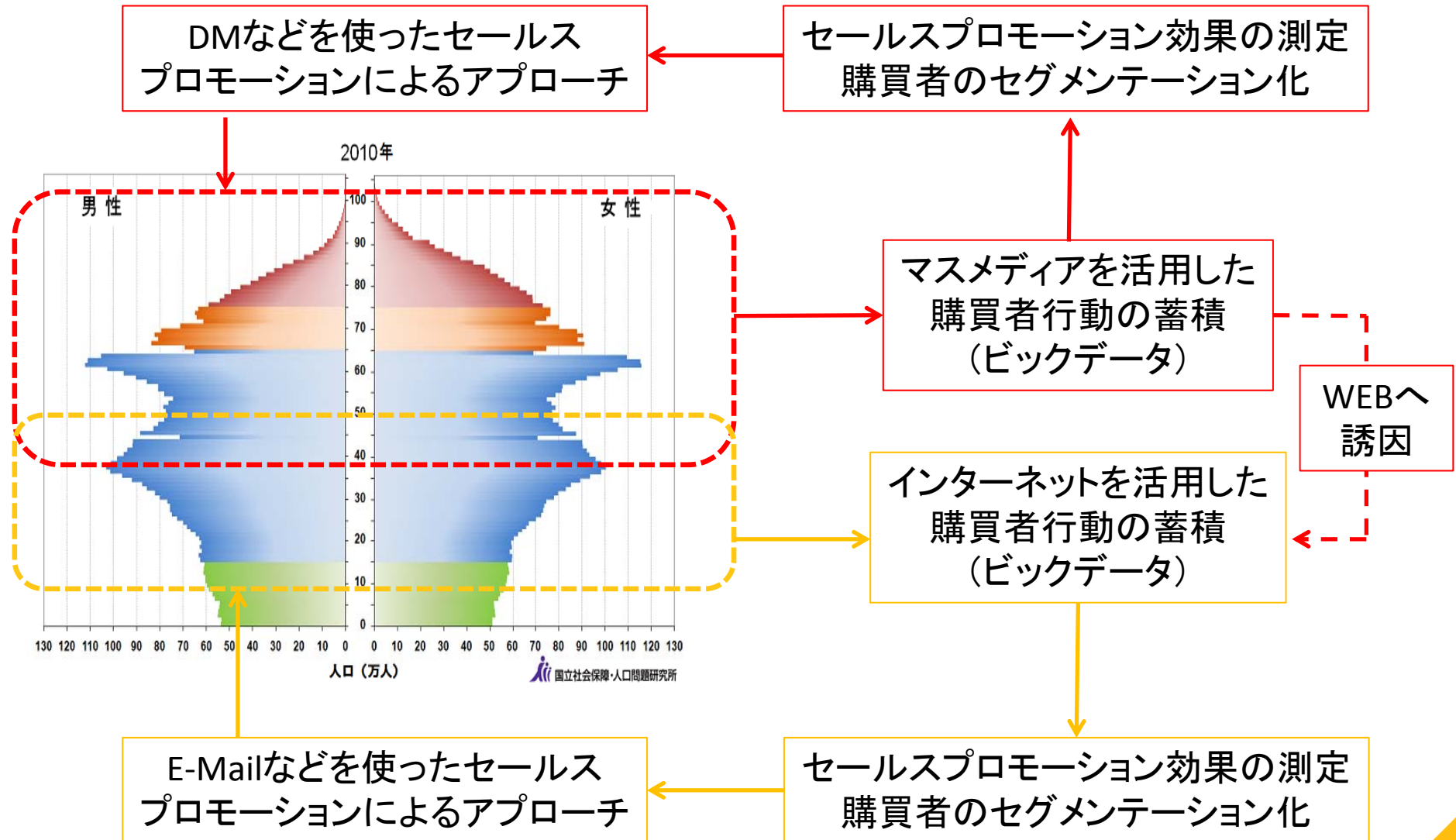


Kodak

折込広告業界の新展開(スキーム)



セールスプロモーションとして想定される運用例



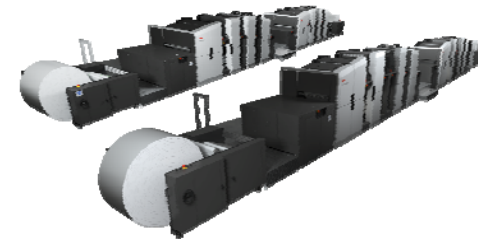
コダックのインクジェットビジネス今後の展開

Kodak



Prosper S-Series
最大スピード900m/m

Kodak



Prosper 6000XPress
Prosper 1000 Press Plass



BOBST

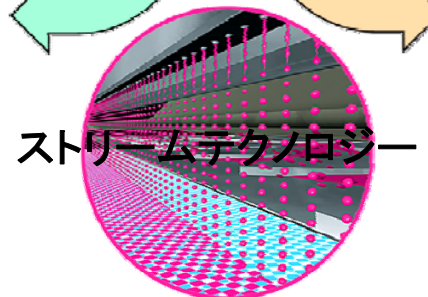


技術提携発表
将来的に段ボール用
デジタル印刷機展開予定

Timsons
the book press company



書籍専用デジタル印刷機
(イギリスにて導入実績あり)



Kodak

ご清聴ありがとうございました。

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EIS事業部 EIS営業本部
山田 明伸

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Kodak