

# Prepress Solutions

by ppi Media

ppi



## Automated Prepress Workflow



# ppi's Prepress Solutions – networked production

## Highly automated prepress workflow

The integration and automation of processes in the prepress workflow are the main tasks facing today's newspaper industry. Not least since this means a significant increase in production security and enormous savings.

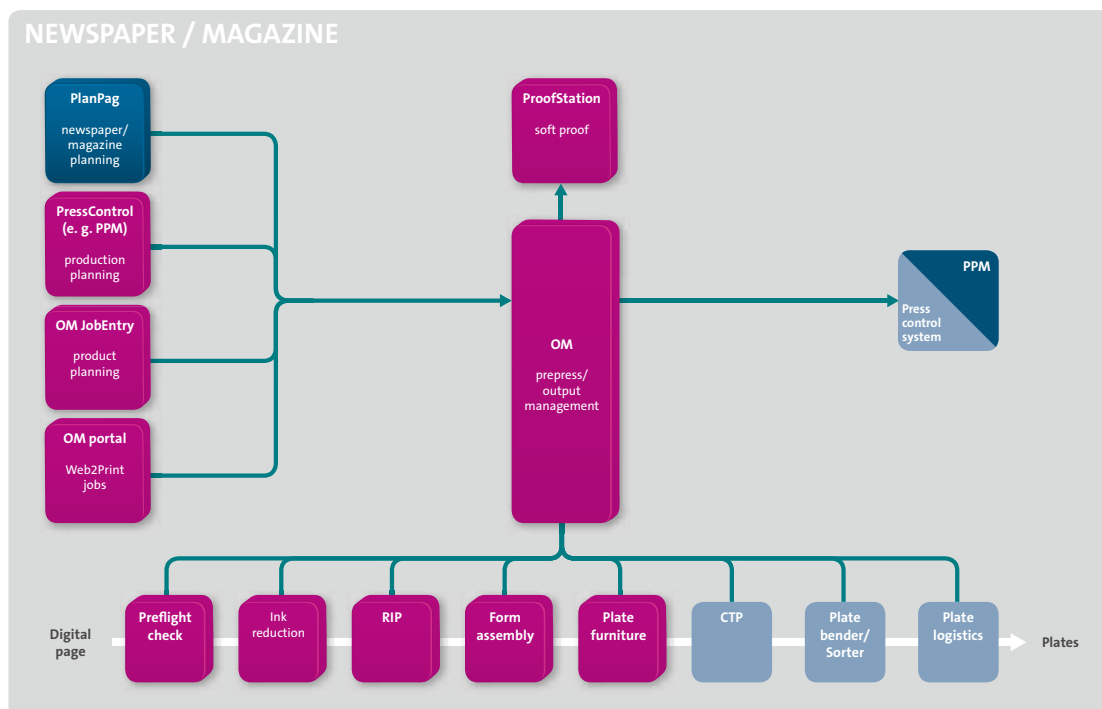
ppi Media's *Prepress Solutions* offer you a perfectly coordinated system package that streamlines the prepress workflow on a long-term basis. Its modules for product planning, page assembly, page transmission, output management, production tracking and proofing leave nothing to be desired. The outcome is a highly automated prepress workflow from page assembly through ripping and imaging to plate bending. Interfaces to all standard press control systems on the market ensure that the prepress workflow is always compatible with the technical capabilities of the press. Maximum performance is achieved with manroland's PressManager.

## The web portal for your customers

OM portal organizes, visualizes and simplifies the planning and production of jobs for print customers in a clear web application. Complex in-house processes in the printing house continue to be managed in the background by the comprehensive and proven modules OM JobEntry and OM. OM portal is the corresponding online interface for customers which integrates them directly in the planning processes.

## Printing at the press of a button

ppi's Output Management OM supports the Automatic Plate Loading (APL) system developed by manroland, one of the most modern forms of newspaper printing. OM knows all the requirements of the APL workflow and provides optimal support for them. This includes coordinating the imaging sequence, taking transport and storage capacities into account, and imaging in coordinated 'packages'.



ppi networks the entire prepress workflow in the publishing and printing house, enabling a digital, end-to-end workflow from page assembly and priority-driven output management to press control.

# Using all the advantages of an automated prepress workflow

## More security and transparency

ppi's end-to-end workflow concept leaves nothing to chance. Whereas the stress level of some publishers rises during the 'crucial phase' because it is not clear whether a page has actually been assigned all its planned elements, production with ppi's software is very relaxed, as users know that one cog will automatically and safely interlock with the next. And if one of the cogs should get slightly stuck, the error can be quickly located and fixed, since all the processes can be easily monitored step by step on screen.

## More flexibility for innovative organization models

ppi Media's *Prepress Solutions* allow publishers greater latitude in networking and reorganization. Individual business processes or whole departments, branch offices and enterprises can be networked. This not only opens up new possibilities for standardization and automation, but also for innovative outsourcing and cooperation models with clearly defined competences.

## Cooperating in competition

Schwäbischer Verlag in Leutkirch (SVL), for instance, has been able to significantly streamline its page assembly and RIP workflows without having to give up its 22 local editorial and ad departments. Plate production has been outsourced to its print site in Ulm-Oberschwaben (Druckhaus Ulm-Oberschwaben). As a joint enterprise comprising the SVL and the Südwestpresse Ulm, DUO prints jobs for two rival newspaper publishers in direct competition with each other. This cooperative competition policy is very successful and has led to significant cost savings.



A large number of printers, including Druckhaus Ulm-Oberschwaben in Ulm and Weingarten (above), have optimized their prepress production with ppi Media's *Prepress Solutions*.

## Pooling resources

A similarly successful cooperative model was also introduced at DNA (Druckzentrum Neckar Alb) in Reutlingen. There, six medium-sized publishing companies cooperate to print their products with the aim of saving costs and creating synergies in order to increase their independence. All six publishing companies work with ppi's production planning system, which means that common full-run pages, local pages and individual page elements can be used by all of the publishers. All editions are then automatically assembled at DNA and produced with ppi's output management system OM. ■■

# Production planning for optimized prepress processes



Comprehensive planning is a fundamental prerequisite for more automation, productivity and quality in newspaper production. Schwäbischer Verlag plans and produces more than 20 newspaper editions daily with ppi's *Prepress Solutions*, reducing costs and time significantly.

## Producing newspapers and magazines

In contrast to other solutions on the market, each module of ppi's Publishing Solutions contains knowledge of the whole production. Each individual process is therefore not only highly automated, but also optimized in terms of the overall production.

## Integrated production planning based on templates

The central production planning system, PlanPag, with which newspaper production is planned across all sites and digitalized from end to end, is responsible for this. Planning is based on configurable templates that are used for repeat product structures. They only have to be created and stored once, and can be opened and used at the press of a button without new ones having to be created every day. This is highly advantageous if several newspaper editions are to be produced with a similar – or even identical – layout.

## Digital product and production descriptions

Planning of the entire print product goes beyond the actual page dummy. This includes the main and pre-runs, volumes, book structures, color requirements, ad (page) positions and editorial desk requirements. All page elements and pages are assigned unique names and automatically addressed to the editorial/ad department and downstream prepress systems as production orders.

## Intelligent control

Apart from the technical product description PlanPag also generates a schedule in the form of a production plan. On a day-to-day basis, publishers can then define priorities for the production of a specific page or book. Based on the planning output from PlanPag, only the printing form that is required next on the web press is actually produced. Whether page assembly, imaging or printing – all production processes comply exactly with this plan. Planning changes can be made anytime.

## Integration of production data from the web press

To ensure that no editions are planned that would endanger production at the print site, all templates are based on the production catalogs of the respective print site. These can then be transferred directly via existing interfaces. This ensures the optimum, automated production of planning requirements for colors, tabloid-in-broadsheet, double-truck pages and paper types. To meet daily changing specifications, PlanPag selects the exact press layout from all possible production variations, ensuring low production costs and minimal changeover times on the press, and, at the same time, maximum production security. ■■

# Automated page assembly

## More pages in less time

With PlanPag, significant savings can be achieved in page assembly with ProPag. ProPag is a highly efficient page assembly system that assembles all page elements from the ad and editorial departments to finished pages according to the specifications from the planning department. Dividing rules, class headers, date lines, page numbers or page titles are automatically generated and, together with the page elements, assembled to color-separated PostScript or PDF files. Time and costs are reduced in the long term.

## ProPag supports all standard data formats

Page elements from the editorial and ad departments can be supplied in all standard data formats. ProPag processes both PostScript (EPS, EPP), bitmap (TIFF etc.) and DCS and PDF files.

## Unique handling of colors

The colors for individual page elements can be automatically changed so that editorial content is published in black and white in some editions and in full color in others. In addition, colors can be re-routed for specific pages and page elements, e.g. ads.

## Automated page transmission

All the digital pages are automatically forwarded to the output management system OM for the subsequent production of printing forms. Newspaper publishers with multiple production sites can distribute pages as required.

## Exploiting optimization potential by preripping

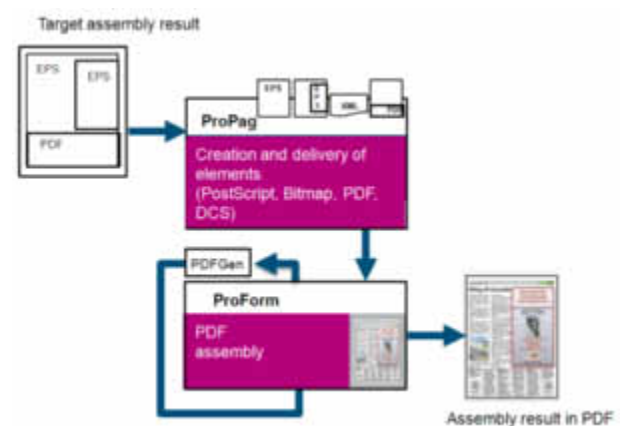
All page elements can undergo a preflight check prior to assembly and be converted to bitmap format by preripping. This optimizes the prepress workflow even further. Ads planned for multiple editions no longer have to be ripped several times – as part of the whole page – for individual editions, but only once. Pre-ripping not only reduces the overall time required for ripping, but also provides an additional time buffer by enabling ads to be checked very early on. This is done in conjunction with ProofStation.

## Minimizing ink costs

In 4c printing, getting the ink application right is a constant challenge. To be on the safe side, newspaper publishers can now acquire a new solution – InkReduction – which ppi has developed to automatically reduce the amount of ink used. This solution can be easily integrated in an existing ppi PostScript or PDF workflow. An ink reduction of up to 65 % can be achieved.



The page assembly program ProPag merges all elements to a PDF page.



# Output management with OM



printnet OM dummy and preview – two of the many display options.

## Output management without compromises

Output management is one of the most sensitive processes in the newspaper production workflow, so optimization must not take place at the expense of security. With OM, an efficient, logical and transparent output management system has been developed that is based on the upstream production processes in the publishing workflow.

## Fully automated output management

OM controls all prepress systems reliably and directly, creating a highly automated prepress workflow which, in principle, is completely unattended – from the delivery of digital pages through ink reduction, RIP, merging, imaging, checking and normalization of the input files to transportation of the finished printing plates. Area coverage values and ink presets are automatically determined and forwarded to the press control system.

## First needed, first out

With OM, printing plates are no longer produced in the random order in which digital data enters the system, but in the order in which the plates are required by the press (first needed, first out). Short-term changes in printing times or press configurations are automatically taken into account. This priority-driven workflow significantly improves the prepress workflow, saving costs of more than 50 %.

## Optimized load balancing

Different production strategies – ranging from maximum quality to maximum throughput – can be implemented before each production is carried out. OM has been enhanced by a number of additional functions especially for newspaper production. These include:

- Early Color – Late Black
- Imaging of individual color separations
- Double burn technology and
- Update page management.

## Tabloid and double-truck – no problem with OM

Publishers are currently concerned with finding the most “contemporary” format. In order to meet current market requirements, OM can also handle page pairing for tabloid and double-truck pages – along with the classic broadsheet and Berliner formats – and offers a large number of additional imposition functions such as the correct assembly of pseudo and hidden double-truck pages.

## Production tracking for more security

The production of color separations is monitored continuously from start to finish. Status and error information on individual processes is evaluated by OM and any transgressions or hazards are graphically displayed. This increases production security significantly. ■■

# An individual prepress workflow

## Flexible cross-site application

OM ensures an integrated output workflow with a clear distribution of competences at different sites. Ripping, merging and proofing can, for instance, be done by the publisher, while printing forms are produced at the print site. It is irrelevant whether this involves only one or multiple print sites.

## ProofStation

RIP and content errors can be easily detected with ProofStation before the plates are imaged. As a browser-based system, its proof workstations can be located anywhere on the company premises.

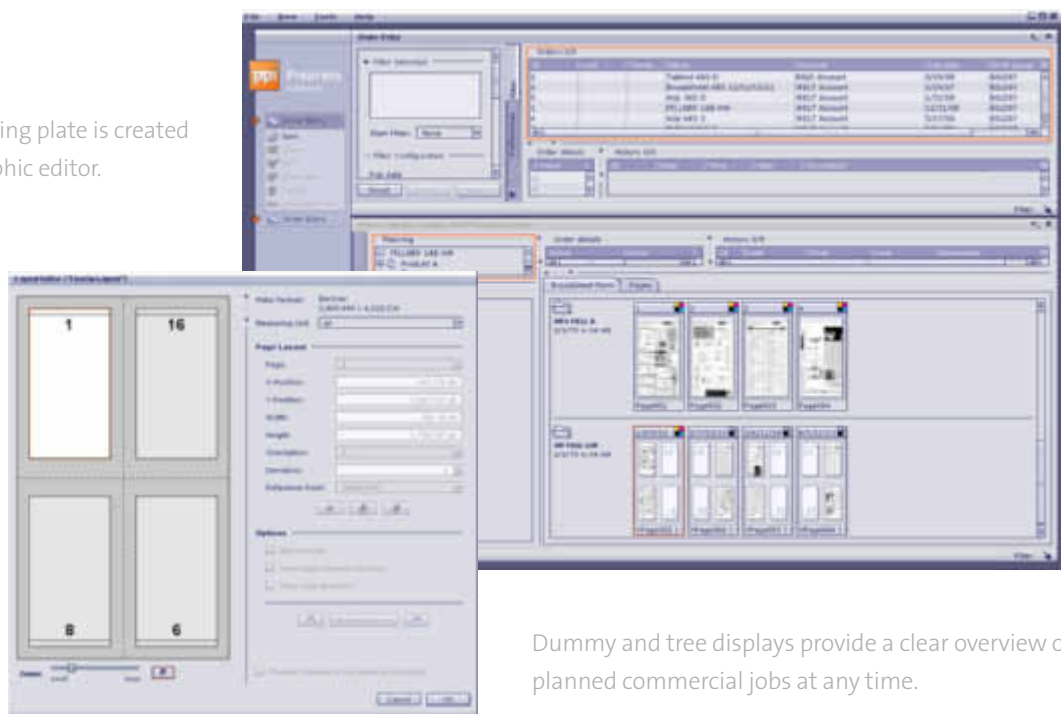
## Production of semi-commercials with JobEntry

Semi-commercials are a popular source of income for publishers in addition to their core business. ppi Media's *Publishing Solutions* allow the seamless integration of semi-commercials in the newspaper production workflow.

The optional OM component JobEntry allows efficient and flexible planning of print products for broadsheet, tabloid-in-broadsheet, tabloid and semi-tabloid layouts and for post-processing processes such as saddle stitching or perfect binding. All planning results can be transferred directly to OM for the production of printing plates.

With a clearly arranged GUI, preview function and job overview in the form of a tree, JobEntry ensures maximum transparency in commercial newspaper production. All planning results automatically undergo a technical color and plausibility check. In addition to its multi-user capability, OM boasts a user-friendly wizard and layout editor which help users to create new orders or plan on the basis of existing page material. ■■

The layout of the printing plate is created with the help of a graphic editor.



Dummy and tree displays provide a clear overview of planned commercial jobs at any time.

# Prepress Solutions by ppi Media

for your automated prepress workflow

The integration and automation of processes in the prepress workflow are the main tasks facing today's newspaper industry. Not least since this means a significant increase in production security and enormous savings. ppi Media's *Prepress Solutions* offer you a perfectly coordinated system package which, with its modules for edition planning, page assembly, page transmission, output management, production tracking and proofing, leaves nothing to be desired. Detailed information on individual ppi *Publishing Solutions* can be found in the following brochures:

Efficient, end-to-end production planning	<b>PlanPag</b>
Fully automated page assembly	<b>ProPag</b>
Preripping workflow processes	<b>PreRIP</b>
Efficient production of printing forms	<b>OM</b>
Tracking the entire publishing workflow	<b>ppiTrack</b>
Statistical evaluation of a production	<b>jobreport</b>
Enhanced proofing	<b>ProofStation</b>
Production of semi-commercials	<b>JobEntry</b>
Minimizing costs through ink reduction	<b>ppi InkReduction</b>
Uploading and releasing pages	<b>OM portal</b>

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