



Kodak executives celebrate the sale of multiple KODAK PROSPER S10 Imprinting Systems and other equipment to Japs-Olson at GRAPH EXPO.

Japs-Olson Chooses Integrated KODAK Solution

Japs-Olson Company, based in Minneapolis, MN, signed an order Monday at GRAPH EXPO for a complete, end-to-end digital printing solution including printheads, presses and consumables, all manufactured by Kodak (booth 1227).

The purchase includes multiple KODAK PROSPER S10 Imprinting Systems, multiple KODAK NEX-PRESS SE3000 Digital Production Color Presses with Print Genius, a KODAK DIGIMASTER EX150 Digital Production System, KODAK INSITE Storefront System and a multi-year contract for KODAK TRILLIAN SP Plates. With this latest addition, Japs-Olson will be running a total of 48 PROSPER S10 Imprinting Systems.

This combination of end-to-end solutions from Kodak allows Japs-Olson to integrate its digital and web offset workflow, reduce chemical and energy use and extend its variable data capabilities to its offset printing workflow. This purchase is part

of an ongoing effort by Japs-Olson to further expand its digital capabilities, while providing an ever-growing range of variable data printing (VDP) solutions to its customers.

"Japs-Olson is truly a leader in leveraging digital prepress and printing technology to streamline production, expand its offerings and better serve its customers," said Ronen Cohen, Vice President, Inkjet Printing Solutions, Kodak. "This installation is a great example of how our broad, integrated portfolio of solutions can address all the needs of our customers and provide a strong foundation on which to build a profitable, successful business."

Japs-Olson's choice of KODAK INSITE Storefront System brings the convenience of Web-to-print ordering to its VDP customers. Using a branded print ordering Web portal, Japs-Olson customers can enjoy secure, flexible, and simplified purchasing options for their offset, digital and blended jobs. INSITE Storefront integrates seamlessly with the KODAK PRINERGY Connect Workflow already in place at Japs-Olson.

XMPie Launches Hosted E-Communication Solution

XMPie (booths 400, 600) launched Hosted e-Media Express, an entry-level version of PersonalEffect e-Media, delivered as a subscription-based Software as a Service (SaaS) solution. This offering, XMPie's first entry into cloud-based services, gives users access to a hosted e-communication solution that provides digital, online integration with print capabilities.

Hosted e-Media Express can also act as a data and logic hub for remote, desktop locations that can link to a port. For example, an agency creating a cross-media campaign can manage the data, rules, and the Web or e-mail elements through its Hosted e-Media Express. Simultaneously, freelance designers can remotely link to the campaign's information from their InDesign desktop with an XMPie uDirect plug-in and review their designs with real data.

"Based on customer feedback and seeing the growing trends of e-com-

munications, we've developed a hosted solution that enables the creation of personalized websites and e-mail with the ability to connect to variable data print (VDP)," says Jacob Aizikowitz, President, XMPie. "Leveraging our unique Interactive Content Port (ICP) technology, we enhanced our desktop VDP offerings to allow for an online connection to the data and rules of a cloud-hosted e-media campaign."

"XMPie's Hosted e-Media is the ideal solution for getting your feet wet with personalized cross-media marketing," said Matthew Koch, Information Technology Manager at Shelton Turnbull, a premier Pacific Northwest printing company and Hosted e-Media beta customer. "It's easy to use, cost-effective and significantly lowers the IT infrastructure needed for one-to-one communications."

XMPie Hosted e-Media is fully compatible with the entire XMPie family, from desktop to server.



It's Midnight for Digital Printing

Virtual Systems (booth 459) chose GRAPH EXPO 2010 to introduce Midnight, its new Web-based solution designed to take print shop owners into the digital era. "Midnight is for printers who are expanding beyond the confines of traditional print and moving into more broad-based marketing services such as mailing, fulfillment, data analytics, PURLs, and email blasts," says Virtual Systems President Chris Huber.

Midnight contains tools to help companies price these services correctly and manage complex marketing projects from start to finish, allowing them to maximize profitability by being more efficient and also capture marketing service revenues to increase profits. Other benefits include improved quoting and management of mail jobs, better accounting for postage, single

page estimating for marketing projects, and online views for customer projects.

Midnight builds upon Virtual Systems' other software offerings: Mail Shop, 3PF Manager, and Digishop. Says Huber, "Our software is designed with everyone in the shop in mind—from the owner and supervisors to personnel on the production floor. In the end, it's about empowering them with the tools to run things smoother. If it doesn't make your job easier, we haven't done ours."

According to Huber, the landscape of marketing is transforming to include more data-centric and Web-based elements. "Virtual Systems is committed to bringing new and innovative ways to support expanded service offerings, and supplying cutting edge technology to help better serve printer's customers' expanding needs."

Digital Document Drive Theater Sponsored by: Xplor International

Schedule of free educational sessions in Booth 4449



Wednesday, October 6th

11:00 – 11:30 am

PRO Production Manager

Ernie Crawford, Crawford Technologies

11:45 – 12:15 pm

Automated Document Factories Can Be Affordable Document Factories

David Day, Inspectron

12:30 – 1:00 pm

Print and Paper – Being Green Isn't Always Black and White

Inger Heinke, Abitibi Bowater