

News Release

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Digital Print Shop to take Digital Print World by Storm

IIR Exhibitions, organisers of Digital Print World, is planning to inform, educate and inspire its visitors with its digital print shop, set to be one of the new event's major attractions.

"We wanted to set up and operate a fully integrated workflow, from concept to completion, capable of delivering personalised documents in real-time," says Trevor Crawford, Group Exhibition Director at IIR Exhibitions. "The digital print shop concept has achieved just that and we are very excited to be able to offer this unique feature, to our visitors."

Upon arrival at the event every visitor is invited to present their badge to be scanned at the digital print shop. They will then be able to view first-hand variable printing and personalisation as their particular data is fed into the workflow. In a matter of seconds two personalised information booklets and a show route map, unique to their own individual areas of interest will be run off one of the digital presses, to be finished off-line.

"The digital print shop heralds a new era for the event world," says Trevor Crawford. "Not only are we now able to tailor the vast quantity of supplier information available to suit every individual's specific requirements, but visitors are able to see for themselves exactly how this is achieved, through a multi-vendor workflow, demonstrating open architecture across a variety of print jobs. This level of interaction with each visitor is unprecedented and elevates Digital Print World to an event that should not be missed."

There are six partners who will work together to operate the digital print shop. Objectif Lune will oversee the production of the variable content documents and the workflow system, through its PlanetPress suite of products. It will create a PDF for submission to EFI's Velocity Balance software, which in turn will separate the pages and send them either to the Canon CLC3200, if colour, or to the Heidelberg Digimaster 9150, if black and white.

All jobs will be printed onto Neusiedler's Color Copy speciality paper for digital colour laser machines and finished using the Watkiss Document Finishing System, a near-line multi-function finisher for high speed electronic systems.

Digital Print World will take place from 25th to 27th November at London's Olympia. For more information on Digital Print World, visit the website, www.digitalprintworld.co.uk or telephone Louisa Theobald, Event Manager on 020 7915 5659.

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