

FOR IMMEDIATE RELEASE

March 26, 2009

Information Contact:

Ralph Abdelhak
rabdelhak@screenusa.com
(847) 870-7400 ext. 2249

Screen Truepress Jet520 On-Demand Newspaper Solution Prints International Editions

ROLLING MEADOWS, Ill. — For the first time in the newspaper’s 113-year history, the London-based Daily Mail is available to readers in New York City on the same day as publication in the United Kingdom. Newsworld Corp. has begun distributing British management company Associated Newspapers’ flagship newspaper in North America. The papers are produced on the Screen Truepress Jet520 at an AlphaGraphics franchise in Dayton, N.J.

Remote manufacturing of international editions to serve newspaper readers outside their core markets has always been the alternative to air-freighting newspapers to distant locales. Unfortunately for publishers and readers alike, this method of production has been beset by inherent limitations and prohibitive costs. Until now.

With the Truepress Jet520 on-demand newspaper solution, publishers can maintain brand loyalty and profitability by producing full-color newspapers on the day of publication at the point of distribution, anywhere in the world.

“The concept of on-demand — or satellite — printing of newspapers is not new,” said Bill Brunone, vice president of targeted inkjet systems at Screen (USA). “However, only recently



Creating a Future in Print

Dainippon Screen Graphics (USA), LLC

Corporate Office: 5110 Tollview Drive • Rolling Meadows, Illinois 60008-3788 • www.screenusa.com
Toll Free: 800-372-7737 • Phone: 847-870-7400 • 847-870-0149

have technologies evolved to the point where publishers can have a complete facsimile of their newspapers with quality that is indistinguishable from litho printing and throughput that is fast enough to make production economically viable.”

An ideal machine for short-run newspaper production, the Truepress Jet520 can produce both static pages and 100 percent variable content. Printing at the rate of 420 feet per minute, it can deliver the equivalent of 1,200 48-page tabloid newspapers an hour.

“One of the opportunities that come from printing variable data versus static satellite printing is the ability to customize news and advertising for the local market,” Brunone said. “Due to the flexibility of the Truepress Jet520, after finishing the newspaper run, the press can be used to produce newspaper-related materials, such as inserts, flyers and supplements, not to mention commercial work, like direct mail, transactional documents, books and manuals.”

At Drupa 2008, Screen and Newsworld Corp. teamed up to demonstrate live newspaper printing on the Truepress Jet520. Each day of Drupa, visitors to the Screen booth were treated to the latest editions of six world-class newspapers hot off the press. The Truepress Jet520 used up-to-the-minute publication data transmitted via networks and processed with the Screen Newsworld workflow application.

Under the agreement between Newsworld Corp and Associated Newspapers, AlphaGraphics will print the Daily Mail and Mail on Sunday for delivery to newsstands throughout Manhattan. At present, AlphaGraphics prints the Daily Mail six days a week. The papers leave the plant at night and hit the newsstands by the next morning. Previously, copies were either shipped directly to their New York fans from England or printed in Florida and sent north.

Initially, AlphaGraphics will print the U.K. versions of the Daily Mail and Mail on Sunday. New York editions, complete with local content and advertising, are planned for the future.

AlphaGraphics hopes to add as many as six different papers, at about 500 to 1,000 copies each.

About Screen (USA)

Screen (USA), a wholly owned subsidiary of Kyoto, Japan-based Dainippon Screen Manufacturing Co., Ltd., is a leading supplier of systems and components for the graphic arts industry. From its centrally located headquarters facility outside Chicago, Screen (USA) provides complete sales, parts and service through sales representatives and dealer networks in principal geographic areas. Its diverse line of integrated products includes workflow management solutions, thermal platesetters, imagesetters, digital printing systems for a variety of applications including print on demand, variable data and sign/display printing, hybrid AM/FM screening technology, color proofing applications and digital asset management software. Screen technology benefits commercial printers, packaging printers, newspaper publishers, trade shops, in-plants and service bureaus in every state, plus Canada and all of Latin America.

For more information, please visit Screen's website at www.screenusa.com. All trademarks and registered trademarks used herein are property of their respective owners.

###