

drupa 印刷展後 技術發展趨勢分享會

Highlights on future trends, IT with Printing

蘇熾文

2012 · 5 · 18

主辦單位：



協辦單位：



Drupa 2012 Main Theme


We can name the 2012 drupa for the following:

- ▶ **the cloud computing drupa**
- ▶ **the automation drupa**
- ▶ **the value-added drupa**



Drupa 2012 Main Theme



- ▶ From the IT point of view we can see three major focus-named 3D:
Digital + Database + Direct = 3D
- ▶ 3D  Direct to customer, Direct to operation,
Direct to product
- ▶ The 3D can be delivered through :
 - Digital, Database, Cloud computing and MIS

The cloud computing drupa

Many companies demonstrate their web2print solutions in the DIP



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onzepte umsetzen:**

**as modulare,
lexible OPS-System.**

en & Closed Shops

**lviduelle
erflächen**

L Editor

rware

ation & Upload

n-Demand

Steuerung

The cloud computing drupa

- Pixfizz cloud-to-print (Targeting high-value photo applications)



It launches a Cloud-to-Print solution that enables users to create multiple customized storefronts and products for their clients on any web-enabled device

www.pixfizz.com

The cloud computing drupa

Many companies demonstrate their web2print solutions in the DIP

- HP Hiflex web-to-print, MIS solutions



The cloud computing drupa

HP Hiflex web-to-print + MIS solutions = Single Database



www.bestprint24.com

The cloud computing drupa

Many companies demonstrate their web2print solutions in the DIP

- **Xerox**

at drupa, Xerox officially announce the Cloud Consortium and the participating partners. Xerox cloud partners demonstrating their cloud-based offerings, including CMI, CGS and ePrint. There will also be a technology demonstration for the Xerox Print Cloud that shows convenience printing from mobile devices



the automation drupa

Through effective MIS with single database management, automation can be achieved



www.technique-mis.com

the automation drupa

Technique MIS

The screenshot shows the website for Technique MIS. At the top, there's a navigation bar with links like HOME, ABOUT US, APPLICATIONS, MARKETS, BENEFITS, JDF, CLIENTS, NEWS, EVENTS, and CONTACT. Below this is a central diagram illustrating a business process flow. The diagram is a hub-and-spoke model with 'Order Management' at the center. It connects to various business functions: CRM, Sales Enquiries, Contract Management, General Enquiry, Purchasing, Finished Goods Dispatch, Financial Accounts, ERP, EOI/portal, Data Collection, Paper Monitoring, Job Costing, Capacity Reporting, Production Scheduling, Sales Invoices, Works Instructions, and Quotations. Below the diagram, there's a section titled 'APPLICATIONS' with three sub-sections: iTechnique (describing a mobile management system), Business Intelligence (describing analytical reporting tools), and Data Collection (describing an integrated generic data collection system).

TECHNIQUE > MIS

HOME ABOUT US APPLICATIONS MARKETS BENEFITS JDF CLIENTS NEWS EVENTS CONTACT

CRM Sales Enquiries Contract Management General Enquiry Purchasing Finished Goods Dispatch Financial Accounts ERP EOI/portal Data Collection Paper Monitoring Job Costing Capacity Reporting Production Scheduling Sales Invoices Works Instructions Quotations

APPLICATIONS

iTechnique

iTechnique is a completely new mobile management information system (MIS) and executive reporting tool running on iPhone and iPad as a native App. Utilizing cloud technology all significant information can be made available securely to staff where ever they are which promotes agile decision making and complete awareness in the company.

Business Intelligence

Analytical reporting tools that allow quick, simplified access to key information on which to improve business performance.

Data Collection

An integrated generic data collection system for all cost



Through effective MIS with single database management, automation can be achieved

the automation drupa

Technique MIS

The screenshot shows a mobile browser interface for the Technique MIS website. The address bar displays 'www.technique-mis.com/applications'. The page is titled 'APPLICATIONS' and lists several services:

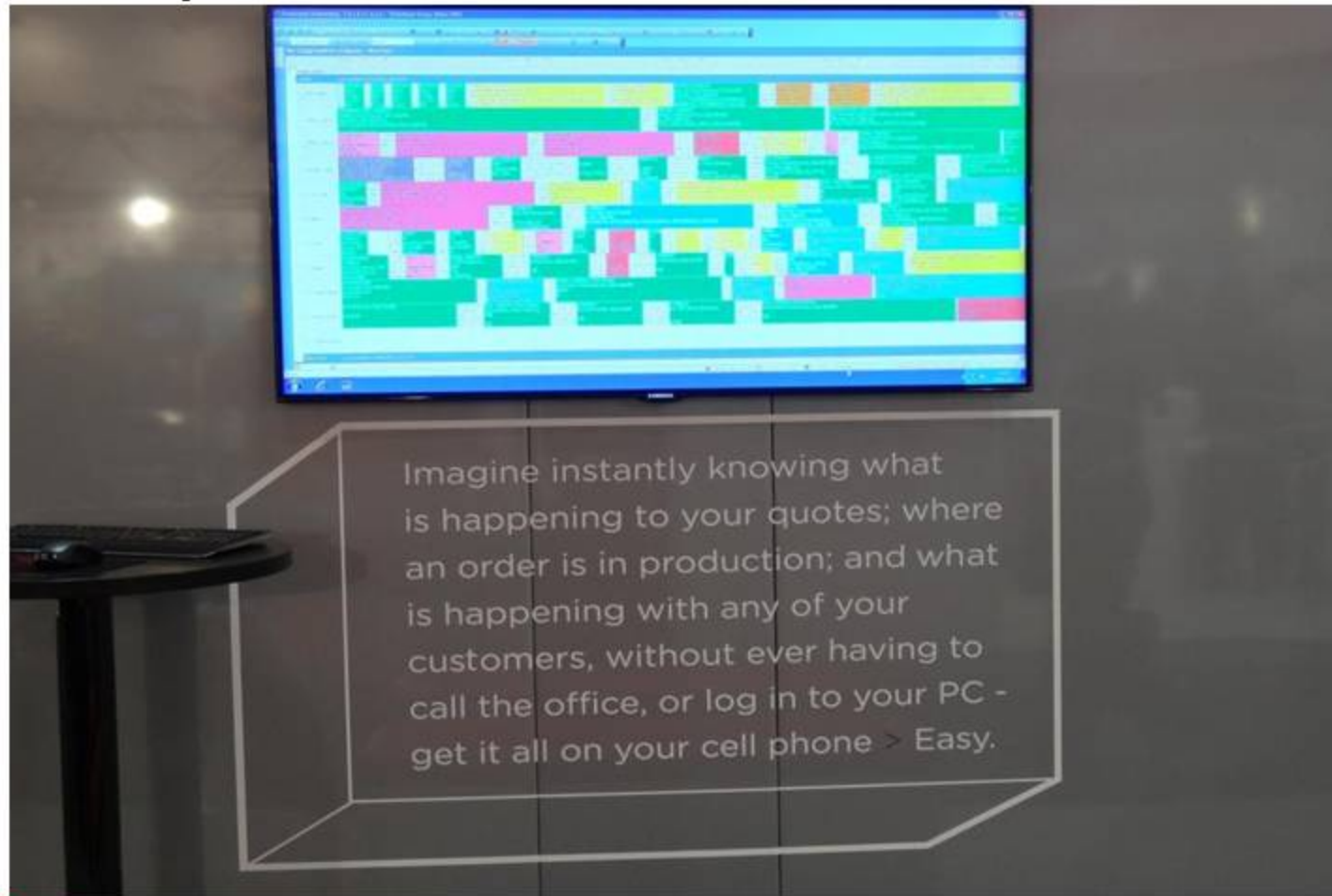
- iTechnique MIS**: A completely new mobile management information system (MIS) and executive reporting tool running on iPhone and iPad as a native App. Utilizing cloud technology all significant information can be made available securely to staff where ever they are which promotes agile decision making and complete awareness in the company.
- CRM**: Customer-centric views of information including estimating and complaint management. The following modules are available:
 - > CRM Mobile
 - > Complaints Management
- Sales Enquiries**: Incorporates quotation status, tracking and prioritisation.
- Estimating**: A revolutionary system with a unique, route based calculation engine, dramatically improving the performance of a commercial department. The following modules are available:
 - > Contracts
 - > Online quick Pricing
- Business Intelligence**: Analytical reporting tools that allow quick, simplified access to key information on which to improve business performance.
- Data Collection**: An integrated generic data collection system for all cost centres. Monitors job performance and helps reduce waste and downtime. The following modules are available:
 - > Advanced
 - > Standard
 - > Lite
 - > Basic
 - > Simple
 - > Paper Monitoring
 - > Planned Preventative Maintenance
- Inventory Management**: Stock control system incorporating requisitions, authorisations, purchases, receipts and consumption of materials. The following modules are available:
 - > General Inventory
 - > WIP / Finished Good / Despatch
 - > Inventory Scan
 - > Fulfilment
- Job Costing**



Through effective MIS with single database management, automation can be achieved

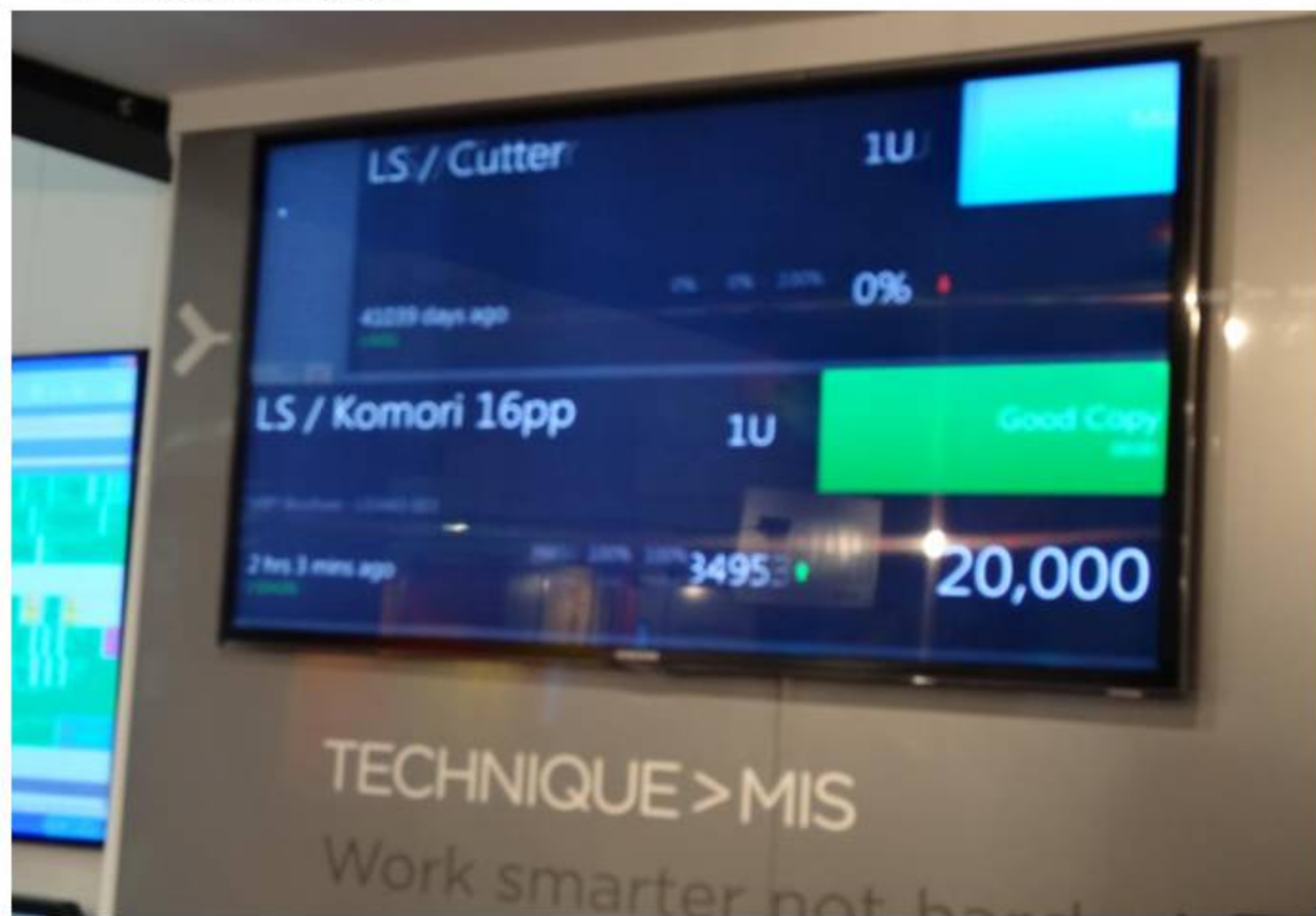
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Technique MIS



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Technique MIS



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Technique MIS



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Through effective MIS with single database management, automation can be achieved



DRUPA – hall 07a/B01 – May 3-16
You are most welcome

drupa info@dims.net

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www.dims.net

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DiMS MIS showing planning, production & shipping status



www.dims.net

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DAM and PIM: Centralized Database Management Platform



Frontlab Solutions

DAM & PIM	AD BUILDER	PUBLISHER	PROOFING
Digital Asset Management Product Information Management Corporate Visual Identity management Media independent data management	User driven publishing Self-service portals Automated ad creation Promotion of Corporate Visual Guidelines	Activity and publication management Single source publishing Page planning Targets	Activity and campaign management Translation and localization Pre-press optimization Easy on-line proofing
Single source media and content repository Granular access control Self-service Multi platform Support Field level API for integration	Easy publishing for your end-users Workflow management PDF files	Shorter time for publications Working with the same resources Consolidation of publication & master data Flexibility for multiple purposes Integration with publications	Fewer proofing rounds Instant status and overview Complete audit trail on changes Flexible execution using workflows Reduction of errors and delays Integration with CAT and terminology tools

InDesign PDF Flash XML
Review Approval Translation

www.frontlab.com

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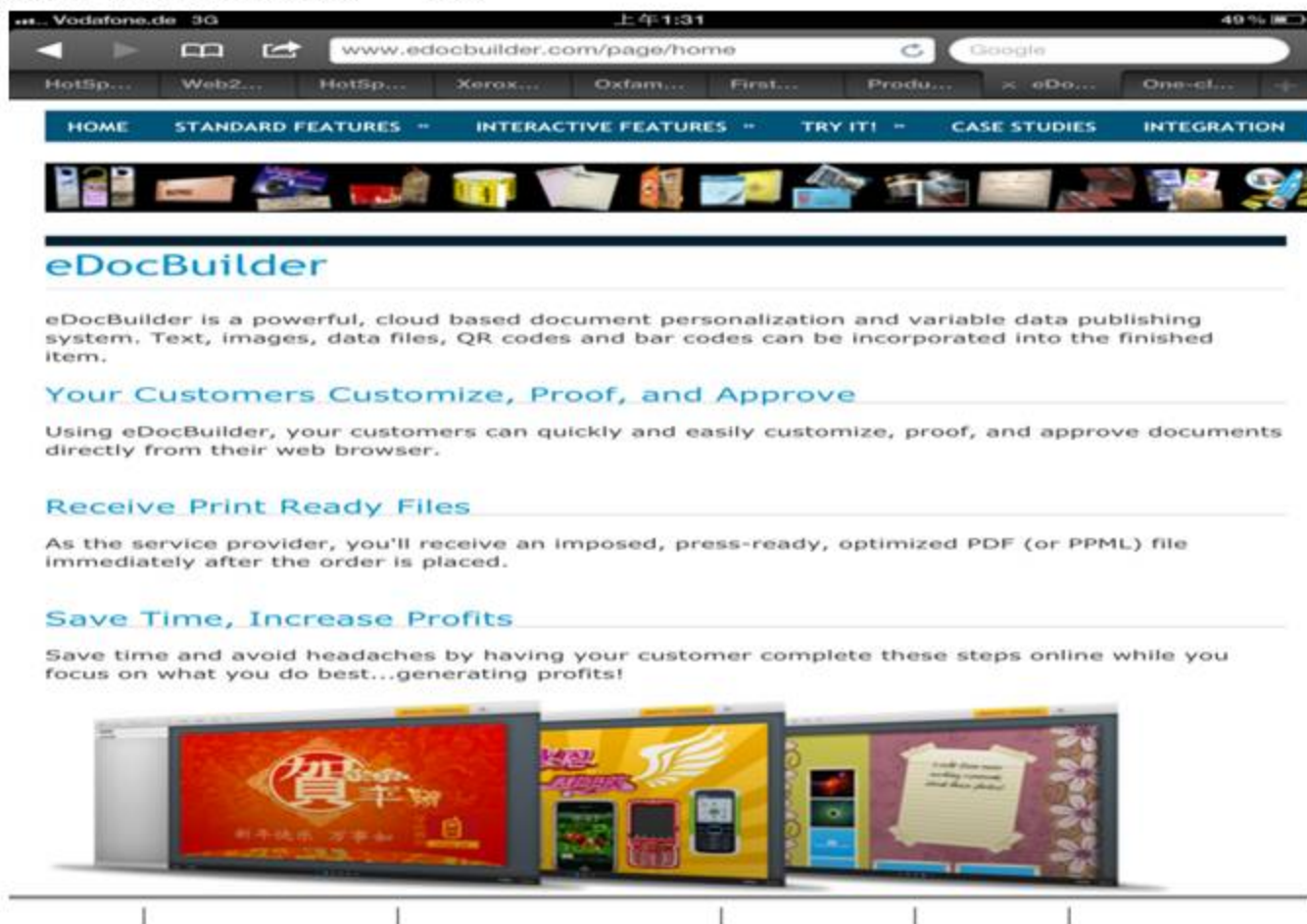
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www.edocbuilder.com

the automation drupa

Pressero eDocBuilder > DIY



www.edocbuilder.com

the value-added drupa

-Printed Electronics

touchcode



Touchcode - The New Communication Standard

Drupa Cube, Future of Print: Printed Electronics - May 12 2012

Printtechnologies is a  New Venture Partner

<http://www.touchcode.de/>

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-Printed Electronics

touchcode



- ▶ **Paper goes digital**
- ▶ Touchcode is an invisible electronic code printed on paper, cardboard, film or labels. Just put the product on the display of your smartphone/tablet/multitouch device to read the data
- ▶ With Touchcode, you add interactivity to just about any product

<http://www.touchcode.de/>

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Touch code for Media Publishing

Suitable for certification of authenticity and interactive enhancement

- Print advertisements
- (Customer) magazines
- CD booklets
- Books
- Brochures
- Catalogues

Media Publishing Application Demo

<http://www.touchcode.de/>

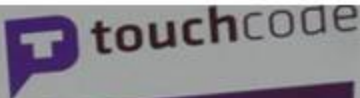
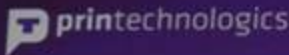


the value-added drupa – Printed Electronics



the value-added drupa


–Printed Electronics




Paper goes digital.

HOW TO PRODUCE THE TOUCHCODE


1. ID-tag




- Entirely produced with existing printing machines worldwide
- Direct printing in various substrates (paper, foil etc.)
- Low cost and mass production : fast & high volumes




Ticket
s



Labels



Package
s



Books,
Newspape
r

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Paper goes digital.

HOW TO READ THE TOUCHCODE

2. Touchscreen



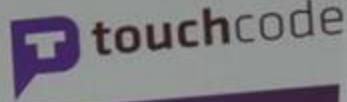
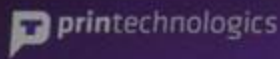
- Working on all capacitive multi-touch devices
- No hardware modification necessary



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Paper goes digital.

HOW TO IMPLEMENT THE TOUCHCODE


3. Application




- Applications are controlled by the software at the backend (e.g. content can be changed or limited in time)
- Software can be integrated into native apps or web-based apps

E.g. software for...


...Marketing




...Logistics



...Online shopping

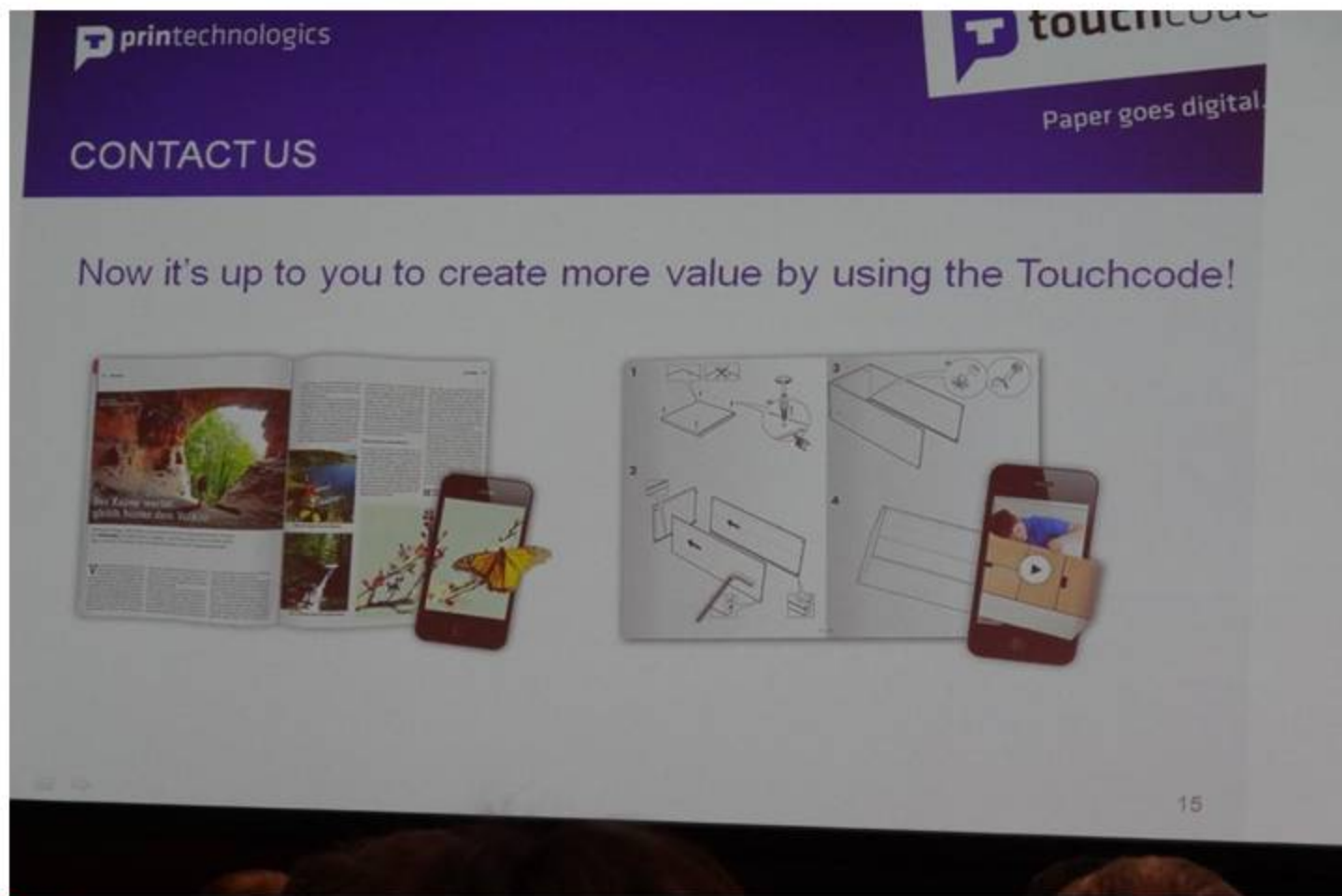


...Brand Protection



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printtechnologies

touchcode

Paper goes digital

CONTACT US

Now it's up to you to create more value by using the Touchcode!

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- ▶ Touchcode Introduction
- ▶ Touchcode
- ▶ Application
- ▶ Application1
- ▶ Application2
- ▶ Website: <http://www.touchcode.de/>

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Thank You!

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