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<th>Trends in technology for newspaper services.</th>
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<td><strong>Author(s)</strong></td>
<td>Man, Roland.</td>
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<tr>
<td><strong>Citation</strong></td>
<td>Man, R. (1995). Trends in technology for newspaper services.</td>
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<tr>
<td><strong>Date</strong></td>
<td>1995</td>
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<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/2214">http://hdl.handle.net/10220/2214</a></td>
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SPEECH CONCEPT for the ASIAN EXPO

6 December 95

MAN Roland - System Supplier

A. INTRODUCTION

The attractiveness of the newspaper as a medium, to both reader and advertiser, will be decisive for its economical and cultural significance in the future.

The application of journalistic expertise and new concepts in publishing has enabled the daily newspaper to maintain its dominant position for news and advertising.

The opportunities that modern communications technologies offers for faster and more comprehensive information logistics and greater creative scope with pictures, graphics and typography, have provided the newspaper with new perspectives in journalism and profitability.

Networking editorial headquarters with field staff, reporters, new agencies and photo and graphics agencies, as well as having access to ones own electronic files and also international databases, provides the ideal foundation for effective journalism.
After all, the journalistic quality, the editorial variety, the attractive arrangement of international and local news and reports, editorial comments, sports, business, arts and entertainment is more than just "fleeting" information for the reader. The radius of a daily paper is more than mere audience ratings.

Because the newspaper can be read selectively at any time and in any place, it is the ideal medium for advertisers to effectively reach target groups. This attractiveness to the reader as well as the advertisers ensures the economical viability of the newspaper in the confrontation with rival media, now and also in the future.

Just like the publisher, MAN Roland, the leading manufacturer of web presses for newspaper and commercial printing, has accepted the challenge from the new technologies to create extensive systems covering the entire production process. Over and above optimising and maximising the performance of the system components, MAN Roland sees its role as a responsible and capable partner of the newspaper publisher, providing project planning and implementation of custom-built production concepts for small, medium and large operations.

Working closely together with the customer and sub-system suppliers, MAN Roland co-ordinates and manages the project, developing a networked production concept for the newspaper that extends from pre-press through materials logistics and printing right up to the mailroom and distribution. The result is a streamlined production process that is flexible, uncomplicated, more reliable and, most importantly, very economical.
Today I would like to show you how MAN Roland meets this challenge.

Foil 1

It is our idea to offer a complete system which can be easily incorporated in the whole process.

The Printing press by itself is the heart of newspaper manufacturing. However, the printing press can work more efficient with the appropriate periphery. Therefor, we are able to offer the whole system from the prepress up to the mailingroom system including the whole paper logistic.

In the next minutes I will give you a brief overview of our System components.

Foil 2

PECOM

Digitised and networked - this describes the future-oriented working methods in a modern printing plant. With PECOM, MAN Roland has developed an open process electronics concept that enables you to utilise the enormous resources of electronic data processing for the benefit of your operation. The vital prerequisite for this is provided by the digital control technology used in our web presses that is based on automated machine functions and console operation. PECOM permits
you to link the different areas in your plant and exchange data between them. This provides you with clear information and increases efficiency in all areas - important factors for industrial-scale, standardised production.

Foil 3

The PEC level - Process Electronic Control - covers the printing press with all is control and regulation functions integrated in the control console.

PEO - Process Electronic Organisation - covers press related job preparation at a central computer workstation - the TPP station. At this level, all pre-setting parameters such as production mode, inking values, formats and web leads are determined, prepared and made available to the pressroom. A clear overview of your job scheduling for the pressroom. In addition to this, the TPP station functions as a central database. All job, press and measurement data is available here for revision, quality diagnose - and also for repeat jobs. The PECOM Prepress Interface enables data to be accessed from the pre-press area and from the superior production planning level.

PECOM is enable to make the pre-setting of the pressline without using a scanner. In the prepress area are all data already available in a digital format. PECOM is using the rib-data from the prepress system for preset the pressline. A scanner can still be used and makes sense for manual produce plates.
The PECOM system offers you also an electronically based maintenance system named MAINSYS

MAINSYS can be used for the printing press as well as for other areas like the mailroom. MAINSYS gives you a proposal for a preventive maintenance schedule on a weekly or monthly bases with the necessary human resources, required parts, drawings if necessary, advices and expected time.

PECOM offers you the option to link the press control via ISDN direct to our factory. This give you the advantage that MAN Roland can give you direct advice and up-data at anytime. This means that your pressline is right in the neighbourhood of MAN Roland.

PEM - Process Electronic Management - covers the administration areas of your plant and links administration of the pressroom via the PECOM Management Interface. This is an open interface that can work with standard industry software. This means that the most important data from the press and job preparation can be easily accessed and evaluated. Having realistic production information ensures accuracy in quotations and actually cost accounting, provides you with clear information on all operational costs and improves your job scheduling. All manufacturing stages are recorded and this an important step towards DIN/ISO 9000 accreditation.
This transparency gives you an overview what our PECOM system can offer. One item is paper management.

**AUROSYS**

A printing press especially newspaper presses can be considered as a high investment. The paper which is currently on a very high price level is a major factor for the operational costs. Every month newspaper printers move thousand of tons of paper. Therefore, it is worth to think about paper handling and paper logistic. MAN Roland can offer a complete paper logistic system from the trucks up to the Pressline.

MAN Roland has developed the material handling system AUROSYS.

Advantage of the AUROSYS

AUROSYS material handling and paper logistics ensures highly reliable operation and minimised production errors. Apart from this, AUROSYS provides gentler and more economical handling of paper reels and thus reduces waste. Reduces waste means save money.

AUROSYS is a modular system.
This Foil shows you the various components of the whole AUROSYS material handling system. The individual components are available in a different level of automation. From a manual up to a high-tech level. AUROSYS is a tailor-made system which will be designed according to the customers requirements. The various components can be easily upgraded in the future. This allows you to start on a lower level bases and extend the system on a later stage.

Two waste savers - and money savers are AUROcut and AUROprep. AUROcut is a reel unpacking station that supports the operator in his task of cutting off the top cover, removing the packing and trimming off any outer-layer damage. The operator has more time to concentrate on his major task - checking the paper quality. Any reject rolls are held at the unpacking station and don’t move into the production area where they could cause waste.

Fully mechanising this checking function would be very expensive and in any case the experienced human eye can detect flaws or damage to the reel faster and more accurately. The AUROcut support function makes unpacking more professional and can reduce paper waste very considerably. AUROcut support also increases reel throughput and thus contributes of overall production efficiency. One operator can unpack
and check around 30 reels per hour and this eases the strain on reel handling personnel.

The AUROprep splicing preparation station, an MAN Roland patent and available in semi or fully-automatic versions, is another component that very effectively reduces paper waste. The standardised, reproducible working method ensure highly-reliable pasting and uniform quality. AUROprep works with a straight cut of the web end vertical to the unwinding direction, a straight band of adhesive to directly fix the web end to the reel, a perforated line running parallel to the web end to release the fastening and then a straight line of adhesive line and splicing. The straightness of web end, fixing adhesive line is very easy to accomplish - also mechanically. It makes "butterflies" superfluous and reliably prevents the end of the reel coming loose at high speed in the splicer. Splicing preparation with AUROprep thus saves paper waste - as well as personnel.

Foil 13

Between unloading from the delivery truck and mounting into the reel splicer, numerous operational steps take place that entail lifting, lowering and generally moving paper reels around. The various AUROSYS components for these tasks or other conventional transport equipment. This applies especially to the use of AUROport to transport reels prepared for splicing.

Foil 14
MAN Roland can offer the whole paper logistic out of one hand.

**SYNAPSE**

Even if the pressline or other equipment is equipped with the highest level of automation the major factor for good quality and efficiency is a human being. Good skilled staff is very important for an efficient use of the equipment. MAN Roland has developed the training simulator SYNAPSE. SYNAPSE is able to simulate the whole printing process and pressline and give your printers and maintenance staff an comprehensive training. Even trouble shooting can be trained without wasting paper or using the facilities like the prepress, pressline and mailing room.

I hope I could show you that MAN Roland is a competent partner in planning and realise systems for producing newspapers. It is logical that MAN Roland is also a competent supplier of printing presses with the newest technology like individual drive concept, automatic plate changing system, anilox printing units or newspaper presses with dryer for semi commercial printing.

In order to maximise the efficiency of the newspaper presslines it becomes more and more important in the future that the pressline is incorporated in the whole process and is able to work together with other systems. MAN Roland is the appropriate supplier for such systems.