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New Technology & Changing Direction
In Print Media Operations

by

Tun Ibrahim Jafri
AMIC CONFERENCE
KUALA LUMPUR - JUNE 27, 1993

NEW TECHNOLOGY & CHANGING DIRECTIONS
IN PRINT MEDIA OPERATIONS

THE NEW STRAITS TIMES PRESS (MALAYSIA) BERHAD
TUN IBRAHIM JAFRI
PRINT MEDIA OPERATIONS

• NEWSPAPER PUBLISHING

• OPERATIONAL VIEW (INTERNAL)
PUBLISHING INDUSTRY TECHNOLOGY ERA

4th Wave - OPEN SYSTEMS

3rd Wave - PROPRIETARY FRONT-ENDS

2nd Wave - OFFSET PRINTING

1st Wave - LETTERPRESS
4th WAVE OF PUBLISHING
WHAT IS IT?

- TRIGGERED BY ADVANCEMENTS IN PERSONAL COMPUTER TECHNOLOGY

- ESTABLISHMENT OF STANDARDS (and de facto standards)

- ADOPTION OF STANDARDS - "OPEN SYSTEM"

- EMERGENCE OF NEW "OPEN SYSTEM" SUPPLIERS
INPUTS INTO PUBLISHING
What has changed

- Document Facsimile
- Digital Transmission of news
  - Faster, upper/lower case, ease of processing, graphics
- PABX Softwares - Automatic Call Distribution
- Portable Computers
- PC - Networks
- Digital Circuits
- Satellite Transmission
PUBLISHING PROCESS

- Pagination - integrated output
- In-house software development
- Off-the-shelf system installation
- Open System Design Concept
BUSINESS SUPPORT

- Electronic Text Library
- Common Network Backbone
- Migration to "Open System"
  - 4GL
- High Speed Digital Circuits
PERSONAL COMPUTER TECHNOLOGY

What has it done?

- Desktop Computing Power
- Versatility
- Connectivity
WHY AM I DOING ALL THESE

• Dawn of Information Age
  - profound changes in the way business will be conducted

• Continued survival lies in the ability to meet new market needs.

• Technology is merely a tool
  - our ability to incorporate new technologies into our process and business is vital