<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>New technology and changing direction in print media operations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Tun Ibrahim Jafri</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1993</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/2240">http://hdl.handle.net/10220/2240</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
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
NEWSPAPER PUBLISHING OPERATIONS

- Editorial
- Pre-Press
- Press
- Distribution
- Publishing Operations
- Business Support
- Business Application System
- Infrastructure

ATTENTION: The Singapore Copyright Act applies to the use of this document. Nanyang Technological University Library
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