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News Production Technology: An Overview

By

Thomas Jacob
Newspaper Production Technology: an overview

Thomas Jacob
Head, Press Development Programme, AMIC
IFRA representative for Asia
Few words of introduction

- IFRA - Inca Fiej Research Association
  - International Association for Newspaper and Media Technology
  - Founded in 1961
  - More than 1000 members in 54 countries
  - Head quarters in Darmstadt, Germany
Task of IFRA

Is to gather and distribute expertise in newspaper production so that members can improve the cost effectiveness of their operations and produce newspapers which are more attractive to both readers as well as advertisers.
Newspaper production can be broadly divided into three areas

- Prepress
- Press
- Postpress
Looking back

- In early eighties, prepress systems were based on proprietary hardware / software
  - Mainframes and minicomputers with dumb terminals running proprietary software was the norm
- Advent of Desk Top Publishing in 1984 changed the rules of the game
Desktop chronology

1981 - IBM PC
1984 - Apple MAC
1985 - Aldus Pagemaker
1984 - Apple MAC
1990 - Adobe Postscript
1990 - Microsoft
Windows Ver 3
Prepress systems in the nineties will be based on Standard platforms and Computer Networks.
Standard hardware

- IBM PC and compatibles
  - 8088, 80286, 80386, 80486 and now Pentium
- Apple Macintoshes
  - Mac classic, Mac II, Quadra and now Power MAC
- Unix workstations
  - SUN, Hewet Packard, Silicon Graphics
Standard software

- Shrink wrapped, available of the shelf
- Word processing - Wordstar, Word Perfect, MS Word, Ami Pro
- Drawing & Illustration - Freehand, Illustrator
- Photo processing - Photoshop, Photostyler
- Page makeup - Quark Xpress, Pagemaker
Standard systems

PLUS

Low cost
Available from local dealer
Short delivery times
Run many programmes

MINUS

Poor data management
Incompatibility of programmes
Frequent changes of software releases
Systems Integration
Few words on networking

When two or more computers are connected together to share data and peripherals, it becomes a network.

**LAN**  Local Area Network - in a limited geographic area

**WAN**  Wide Area Network - over large geographic area
A typical network
Dominant network technologies

**HARDWARE**
- ARCNET
- ETHERNET
- TOKENRING
- LOCALTALK
- FDDI

**SOFTWARE**
- NOVELL
- WINDOWS NT
- APPLE SHARE
- LAN MANAGER
Linotype-Hell LinoPress system configuration and network segmentation at «Drammens Tidende» in Norway.
DEVELOPMENTS IN HANDLING OF PHOTOGRAPHS IN NEWSPAPERS

- Desk top scanners - flatbed & drum type
- Electronic Picture Desks
- Digital transmission by agencies
- Small scanners incorporated into laptops enable photographers to transmit from field. eg: Nikon Coolscan
- Electronic Camera's
Press technology trends & developments

- INCREASED DEMAND FOR QUALITY COLOUR
- KEYLESS OFFSET
- FOUR HIGH TOWERS
- MORE AUTOMATION IN REEL HANDLING
Mailroom - trends

• INSERTING PREPRINTS
• LESS MANUAL LABOUR

Workshop on Editorial Management for Senior Women Journalists, Singapore