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<th>The newspaper production technology : an overview.</th>
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The Newspaper 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

Germany

Head quarters in Darmstadt,

Countries

More than 1000 members in 55

Founded in 1961

Newspaper and Media Technology

International Association for

IFRA - Inca Fieri Research Association
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 - A³ revolution
1990 - Microsoft

Windows Ver 3

Apple MAC & Laserprinter
Aldus Pagemaker
Adobe Postscript

Workshop on Editorial Management for Women Journalists, Singapore
Prepress systems in the nineties will be based on Standard platforms and Computer Networks
Standard hardware

- IBM PC and compatibles
  - 8088, 80286, 80386, 80486, P5 and now P6

- Apple Macintoshes
  - Mac classic, Mac II, Quadra and now Power MAC

- Unix workstations
  - SUN, Hewet Packard, Silicon Graphics
### Standard Software

- **Shrink wrapped, available off the shelf**
  - **Word processing** - Word, WordPerfect, MS Word, Ami Pro
  - **Drawing & Illustration** - Freehand, Illustrator
  - **Photo processing** - Photoshop, Live Picture
  - **Page makeup** - Quark Xpress, Pagemaker
Standard systems

PLUS

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

MINUS

Poor data management
Incompatability 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

- SOFTWARE
  - NOVELL
  - WINDOWS NT
  - APPLE SHARE
  - LAN MANAGER

- HARDWARE
  - ARCNET
  - ETHERNET
  - TOKENRING
  - LOCAL TALK
  - FDDI
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
ELECTRONIC PICTURE DESK

- Size & Crop
- Caption
- Colour Correction
- Thumbnail for Preview
- Archive

From Wire Services

Scanned In Using Desk Top Scanners

Pre Press System

Transmitted From Remote Sites Using Telephone Lines and Digital Transmitters

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Press technology trends & developments

- Increased demand for quality colour
- Keyless offset
- Four high towers
- More automation in reel handling
Mailroom - trends

- LESS MANUAL LABOUR
- INSERTING PREPRINTS
- ZONING