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Available Now –
New HP Capture Templates
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Dscoop Quarterly

Dear Susan,

As many of us witnessed at this year's Dscoop Annual Conference, the digital printing industry and all of its variations is a quickly growing segment of the printing and publishing industry. The experts change every year and experience still outweighs theoretical knowledge because every project has a certain "personality."



Knowing that we are growing is extremely exciting, but we should also know that if we stop this growth, our industry will become simple and easily commoditized. It is

through education and the sharing of knowledge that we will continue the momentum that we currently enjoy. The consistent pursuit for education is both driven by our peers and our beloved customers, and it is our responsibility to rise to that challenge. The avenues of education are many – conferences, seminars, Webinars, local institutions, online programs, internship programs – and the list goes on.

Our idea at Dscoop is that you pick one and act on it, instead of sitting on the sidelines wondering when to join. During our conference in February, many of you showed commitment to improve yourselves and your business. It needs to be a year-long

process. Keep tabs on the Dscoop community for new ideas and new outlets for knowledge and experience. Take the time to visit a peer's facility and share experiences. Host a local printing event or area school's graphic or design department to help them see the diversity within our industry.

Dscoop is in the preliminary stages of organizing "A Night of Education" to raise awareness of our industry at local colleges. We are looking for companies interested in participating or sponsoring. Our goal is to have 20 locations simultaneously educate a local college or university about the evolving world of graphics and the concepts around variable and digital printing. Please contact Eric Hawkinson at 312.527.6707 if you would like to be a part of this event.

Education is always a great investment.

Sincerely,

Todd Kalagher
President, Finlay
Dscoop Chairman

Upcoming Webinars

COMMERCIAL

Catching Starlight – How to Attract and Keep the New Generation of Employees

Wednesday, May 7, 12:00 pm CDT
Presented by Lise Stewart,
The Galliard Group

New Customizable Marketing Tools

Wednesday, May 14, 12:00 pm CDT
Presented by Susan Moore,
Digital Printing and Imaging, Inc.

LABEL AND PACKAGING

Certification for New Applications

Wednesday, May 21, 12:00 pm CDT
Presented by an
HP Certification Expert

Business & Sales

New HP Capture
Templates Available
to Help You Capitalize
on Success

Technical

How to Pick a
Web-to-Print System
YTD 2.0 for Adobe
InDesign CS3 Tips

Label & Packaging

Dscoop Forums
Provide a Resource
to Answer Your
Toughest Questions

HP News

New HP Indigo
Presses Set to
Debut at Drupa



Dscoop

Digital Solutions Cooperative
A Cooperative of Indigo users and HP

HP Capture Program's Web-to-Print Templates Help You Capitalize on Success

Dscoop offers new tools for members looking to jumpstart their marketing communications program and drive revenue. A collaboration of the HP Capture Program, HP business consultants, Dscoop and Saepio, this series of templates allows you to accomplish three key objectives:

- Quickly and progressively communicate your new HP Indigo digital offset print capability to your customers and prospects
- Quickly convey to your sales associates and customers the value of your new HP Indigo digital offset press from a business performance standpoint
- Provide you with a road map for understanding how to build, use and modify a print communication program to drive new business

New Templates Available to Dscoop Members

By using the suggested messages, formats and merge tools, companies are able to leverage a high-level communication strategy without having to create one from scratch.

Press Releases

- Announce purchase of press
- Announce successful installation and certification of press
- Key quotes come from the principal demonstrating strategic business vision and how the HP Indigo press supports that vision

Direct Mail

- Awareness postcard describes the press and introduces the sales executive to the customer or prospect
- Features brochure lists the key features and your competitive advantage with the HP Indigo press
- Benefits brochure describes the value of the HP Indigo press in helping you provide products and services to improve the performance of customer documents
- Call to action letter includes invitation to an open house, executive briefing or customer seminar, where the customer or prospect will learn more about the benefits of digital

Designer's Guide

This guide shows your customer how to tap into the unique features of HP Indigo digital presses, such as personalizing pieces to make each one different from the next, and how to maximize the use of color by printing with special inks and spot colors. This template will allow you to customize the front and back covers by adding your identity and contact information.

Learn More and Share Your Thoughts

These templates are available on www.dscoop.org at "Marketing Support Templates." Please share your feedback with us by posting to our Web-to-print discussion forum. Want to learn how to use these templates? Join us May 14, 2008 at noon CDT for the **New Customizable Marketing Tools** webinar to help you maximize the results of your campaigns. Be sure to save the date and encourage other members of your organization to attend! ☛



Training Across the Board

Help new and current employees keep up with the latest in the print industry by introducing them to valuable resources for quality education.

In an ever-evolving print industry, practitioners often find it hard to keep up with the emerging trends, technical solutions and relationship building that are involved in maintaining a successful business. Quality, up-to-date education and training is a priceless resource.

"I've been in digital print for over 10 years and I'm still learning everyday," said an attendee from the 2008 Dscoop Annual Conference. Newcomers and veterans alike are fortunate that these needs have inspired the formation of various industry cooperatives, consortiums and publications, each containing a wealth of resources at their disposal.

In-House Training and Educational Assistance

If you are a newcomer to the print industry and a printing company, you should anticipate learning every aspect of the business and spending time in each of those roles. Chris Petro, CEO of Global Soft Digital Solutions in New Jersey, requires all of his new sales staff to spend one day in each department.

"The principle is knowing and respecting the different departments, so sales can be sensitive to the processes and what it takes to get some requests done," Petro said. "It gives them an appreciation of our operations and helps build a bridge between production and sales."

Other leading printers such as Ideal Printers in Texas have reported offering educational assistance with the incentive that an employee makes a B average or better in any given course. Their employees also spend several months in training with their department head, learning the ins and outs of job processing and its effects throughout the company.

Digital Printers' Industry Toolkit

Below are a few examples of the resources available today.

Publications

American Printer Magazine (www.americanprinter.com)

American Printer's editorial covers product introductions, industry trends and real-life strategies for boosting productivity and profitability. Issues feature industry news, new products and informative articles on management, prepress, press and postpress issues.

What They Think? (www.whattheythink.com)

WhatTheyThink.com is the largest graphic arts community in the print industry. They provide daily news, interviews, and research to our members. Their goal is to provide unbiased, real-time market intelligence to print and publishing executives.

Print CEO Blog (www.printceoblog.com)

The Print CEO Blog contains links, information, analysis and commentary from various industry resources. This blog filters the

plethora of information available from trade magazines, events and Web sites into an essential summary for C-level executives in the print industry.

Printing Impressions (www.printingimpressions.com)

This printer's Web site offers several free resources for both printers and their customers including printer drivers, layout and design programs, file compression software, a glossary of terms and fonts and typography.

Print Industries Market Information and Research Organization (www.primir.org)

PRIMIR is a market research association of the graphic communications industry. Get access to reports on various industry topics with your annual membership fee.

Members are from diverse segments of the industry (manufacturers and distributors of equipment and supplies, printers, trade shops, publishers, and paper companies).

Digital Print User Groups

Dscoop (www.dscoop.org) –

The Digital Solutions Cooperative is the leading user-driven community of HP Indigo press owners and their sales, marketing and production teams working with HP Indigo professionals.

The organization is focused on supporting each other to better the print businesses and the backbone technology of HP Indigo's digital solutions.

Members can learn on their lunch hour. Multiple Webinars each month offer education from industry leaders with the convenience of never having to leave one's desk.

The Dscoop Web site houses HP's Capture Program, an online repository of informative and educational resources, including case studies, white papers, templates, marketing tips and videos. The site also contains a discussion forum where members can express their concerns and pain points in hopes of sparking shared solutions among the group.

Perhaps the most valuable educational tool that Dscoop offers is the Annual Conference – three days packed with educational seminars, networking and exposure to third-party vendors.

Resources abound for the print industry – you just have to know where to find them! ☺



Technical

Making the Most of Your Web-to-Print System

By Joe Fedor, Director of Web-to-Print Products, Printable Technologies

Harnessing the benefits of software as a service

For all the talk today about the big rewards of using a Web-enabled service model, who is really getting the most from their Web-to-print system? Print service providers profiting from this technology understand that by eliminating the labor-intensive elements of the pre-press process, where so much of the cost lies, Web-to-print and print on demand systems can make real business sense. And by taking it a step further and choosing a hosted solution, printers can reduce even more of the labor and costs associated with the print process while increasing their rewards.

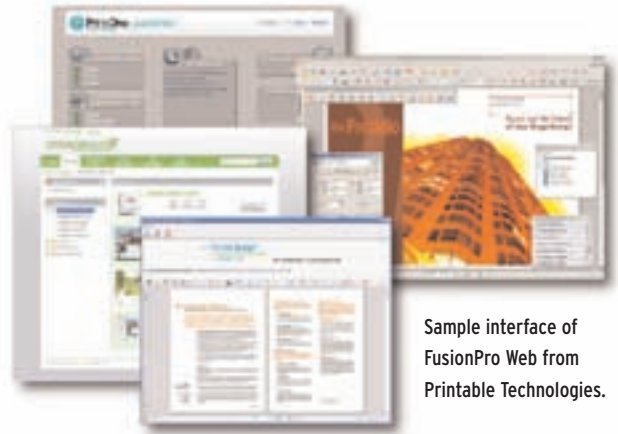
According to a recent study by InfoTrends, Inc. (e-Enablement: The Future of Graphic Communications, February 2008) Web-enabled services have truly entered the mainstream among the print service provider community in the United States. Nearly 50 percent of providers offer Web-to-print services today, with 32 percent planning to add them within 24 months, which would bring penetration rates to 82 percent in two years' time. The vendor community has been hard at work developing solutions that bundle a number of advanced capabilities into integrated, easy-to-use Web-to-print solutions.

Benefits of FusionPro Web

FusionPro Web, from **Printable Technologies** (www.printable.com), is a vendor-hosted system that speeds up the implementation to deployment process compared to traditionally licensed software. Print service providers receive immediate and ongoing access to product enhancements and can focus on their core business. They also benefit from greater scalability and access to sophisticated enterprise applications that were previously cost- and time-prohibitive.

Print buyers are turning to Web-to-print solutions like FusionPro Web in greater numbers to streamline workflow and offer enhanced services. Print providers who build their Web-to-print solution on a thorough analysis of their customers' needs and a vigorous review of hosted software solutions stand to benefit from a streamlined digital process for greater productivity, increased job volume and a growing list of satisfied clients.

Printable Technologies, a leading provider of technologies for intelligent marketing for print service providers, has created an open-architected Web-to-print system that offers full-service online corporate storefronts as well as scalable variable data publishing (VDP) software.



Sample interface of FusionPro Web from Printable Technologies.

Selecting a Web-to-Print System

When selecting a Web-to-print system, it is important to determine whether to opt for a hosted solution – software as a service (SaaS) or application service provider (ASP) – or a client/server-based setup. Web-based systems can free users from the drudgery of managing sophisticated technology, letting the power of the Internet do the "heavy lifting" for them. A vendor-hosted software solution can be implemented quickly, easily and inexpensively. Vendor-hosted solutions work well for a wide variety of print providers, including those with limited IT resources.

According to the InfoTrends study, print service providers indicated that ease-of-use, system cost and ease of administration were the primary purchasing criteria in their buying decisions. Almost half (44 percent) of the respondents indicated that they are or will be using a vendor-supplied solution for e-business services.

By leveraging infrastructure, application expertise and personal computer capabilities, vendor-hosted solutions offer four key benefits to print providers:

- 1 Access to the latest print on demand applications;
- 2 More rapid implementation of applications;
- 3 Comprehensive product support built on in-depth application knowledge; and
- 4 The ability to avoid large capital expenditures.

Vendor-based hosting allows users to access a sophisticated Web-to-print system directly from their Internet browser, eliminating the need for local infrastructure and support. The vendor manages all of the technology centrally for its customers, including installation, upgrades, backups, compliance and disaster recovery.

Several companies offer SaaS versus others that provide traditional Web-to-print services, some of which include **Bluetree Direct** (www.bluetreedirect.com), **PageFlex** by Bitstream (www.bitstream.com), **Press-sense** (www.press-sense.com), **RedTie Limited** (www.red-tie.com) and **Saepio Technologies Inc.** (www.saepio.com). ☞

Tips for YTD 2.0 for Adobe InDesign CS3

By Neta Appel and Amir Gaash, HP

Custom Gutters - When is This Option Enabled?

It's a little tricky because we have custom gutters and we do not have custom gaps.

Gutters

Offset between pages that are members of the same signature (for example: the 2 pages of the 2_up imposition, the 8 pages of the 8_up imposition, the N pages of the N_up imposition.)

Gaps

Offset between signatures (for example: if 2_up imposition is for A6 document and it is stepped and repeated 4 times on the spread, then gap is the offset between those 4 repeats. If 1_up imposition is repeated 20 times on the spread, then gap is between each of these 20 repeats)

Custom gutters

Example: Business card, repeated 24 times within the spread. If I use 1_up imposition repeated 24 times, I will need custom gaps that we don't have. Therefore I am using the N_up imposition and defining 3x8 times, then this is my signature and all the 24 are members of it, so I can use custom gutters for them. See screen below.

Custom gutters were defined for the third and fifth rows. Do you see in small print next to the horizontal gutters line in the main window? It says "custom" and of course the gutters themselves for those rows.



Horizontal Purge Option is Missing

Example: When there are three fields in a row, (first name, middle name, surname), if the middle field is missing, the results are two spaces together where the middle field is empty

Solution: YTD rule prevents double spaces appearing in full names without a middle name.

Sample database

FirstName,MiddleName,Surname
David,B,Mills
James,,Green

Channel definition is: <<FirstName>>
<<MiddleName>> <<Surname>>

Results without using a rule

David B Mills
James Green

Solution Example

Channel definition is
<<FirstName>><SpaceRule><<Surname>>
(Note that there are no spaces between them and the text rule is in the middle)

YTD Text rule "SpaceRule"

```
IF(LENGTH(FIELD("MiddleName"))>"0")
THEN(CONCAT(" ", FIELD("MiddleName"), " "))
ELSE(TEXT(" "))
```

Results using the rule

David B Mills
James Green

Yours Truly Designer Upgrades Released

YTD 7.3 for QuarkXPress 7.3

Upgrade from: YTD 7.0 and 7.1
Compatible with: QuarkXPress 7.3 and 7.3i; works on Macintosh OS 10.4 or 10.5.

The registration code for version 7.0 and 7.1 works for version 7.3.

IMPROVEMENTS:

- HP IndiChrome jobs designed with Pantone colors and sent to HP Indigo RIP no longer contain blank areas instead of Pantone colors.
- Supports preview of Fast IndiChrome job on the press Job Editor.
- DB Filtering can now be used properly in the rules
- Support long file names.

YTD 2.01 for Adobe InDesign CS3

Upgrade from: YTD 2.0
Compatible with: Adobe InDesign CS3; for PC and Mac.

The registration code for version 2.0 works for version 2.01.

IMPROVEMENTS:

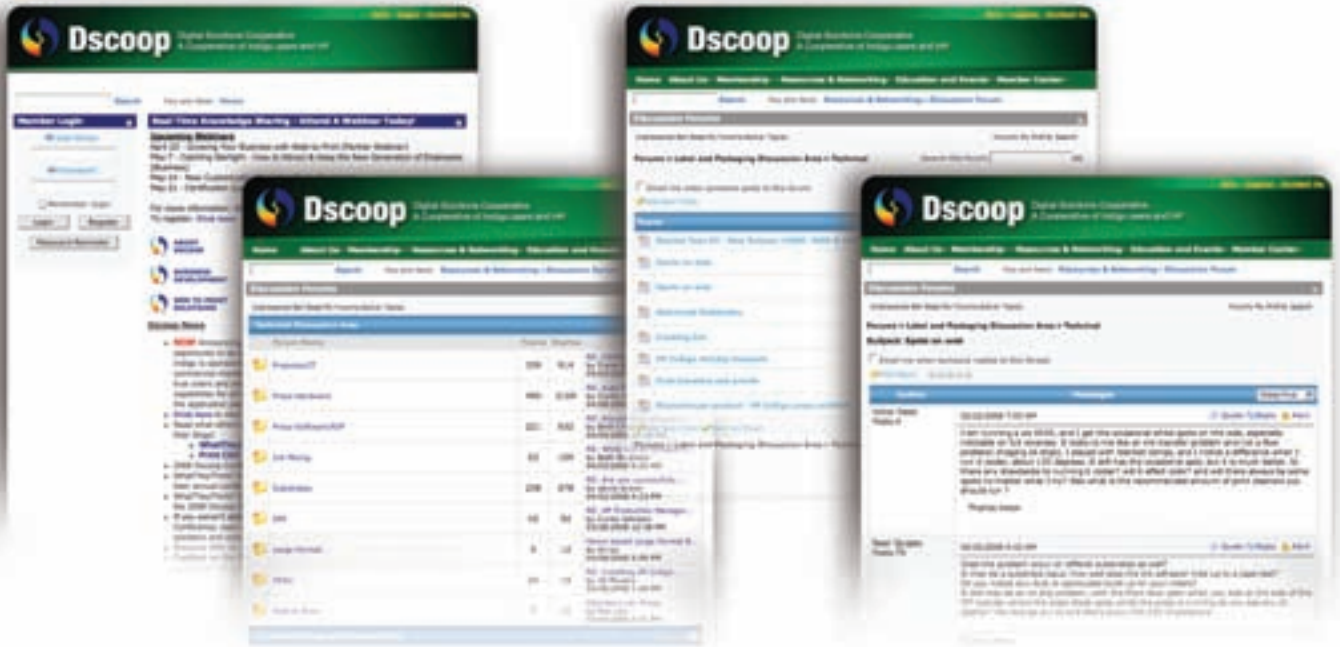
- Solves compatibility problems with Production Flow 1.03, I-Fix.
- Rules bug when YTD is running on German InDesign
- Sometimes wrong output with PDF output

For more tips and tricks on YTD 2.0 for Adobe InDesign CS3, visit www.dscoop.org/busdev and click on the **Technical** toolbox.

Label & Packaging

Real Answers to Real Questions

Dscope.org serves as an interactive community of resources



In the intimate label and packaging digital print community, accessing up-to-date educational resources and support often can be challenging. Building off of the post-conference enthusiasm, participating in Dscope online discussion forums is the perfect way to continue the momentum. Ask your most pressing questions, share tips, tricks and other solutions that have worked in your shop, discuss new products and more.

By taking advantage of the discussion forums on the Dscope Web site, you gain access to the entire membership with just one click. The content on the forums is 100 percent member driven; therefore, the forums are only as strong as their contributors. Since its introduction, Dscope discussion boards have had more than 80,000 views and 2,200 posts.

How to Participate in a Discussion Forum


- From www.dscope.org, click on the *Discussion Forum* icon.
- When prompted, log in with your Dscope *username* and *password*.
- The forums are organized by segments: Technical, Business, and Label and Packaging, as well as additional forums for membership questions and international discussions. *Click the blue bar* of the segment you would like to view.
- *Click on a forum name* to view the current topics within that category.
- You can either select a current topic to read or create your own topic by clicking the *add a new topic* icon.
- Select the *checkbox*: (click for email updates) so you know when someone has posted to your forum. This is a great way to keep up with the discussions without having to log in frequently to check.

- Fill out the provided form with your question, hit *submit* and wait for the Dscope virtual community to come to your aid. It usually doesn't take long!

Current Posts: Concerns and Topics of Interest

Members like you have submitted the following questions and topics in the label and packaging forums. If any of them resonate with you, log in to respond or start a new thread and ask your own questions.

- Why is my textured stock wrinkling?
- Does anyone know of a machine that could be put in-line with a Web-based Indigo? I was looking around for one that isn't large and industrial.
- Should press operators or maintenance personnel attend shared maintenance classes?
- What software program should I use for digital quotes?
- Why is color reproduction not working on a series 1 or 2 press?
- New Product Upgrade: HP will release a new O3 blanket in May 2008 for the 4000, 4050 and 4500 presses. In addition to blanket type O3, there is a new plug-in for press software version 6.6.1 I-Fix 1 and later.

If you are not a Dscope member, we encourage you to use your personalized URL to join today. A world of user-generated content specific to your HP Indigo press awaits you at www.dscope.org. 

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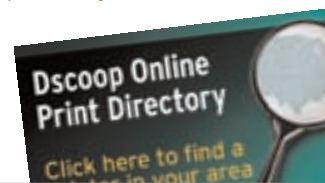
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www.press-sense.com



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Congratulations!

Congratulations to Hamilton Chan of Charlie Chan Printing; Rex Job of Dion Label; and Jim Morgan of Balmar Inc., who won registration to the 2009 Dscope Annual Conference and will attend for free.

Thank you to everyone who participated.

Production Details



The newsletter is printed on Carnival Linen 65# Ivory Cover. The insert is printed on Carnival 95 White Infusion 80# Cover. The stock was generously donated by SMART Papers, a Bronze Level Partner of Dscope, through their new i-Xpress for HP Indigo Paper Program.

Direct Mail Campaign Management and PURLs using MindFireInc, Look Who's Clicking.

Variable data flow using Yours Truly by HP. Printed on an HP Indigo 5000.



The mailing was generously sponsored by Flexmag Industries Inc. The application is printed on Flexmag's Ultramag DigitalTM line, certified for the HP Indigo 5500.

Dscope Quarterly

Dscope Quarterly is the official newsletter of the Digital Solutions Cooperative (Dscope), a user-driven community of HP Indigo press owners and operators.

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New HP Indigo Digital Presses to Debut at Drupa

HP is set to unveil new digital presses and large-format printer platforms at drupa, May 29 - June 11, 2008 in Düsseldorf, Germany. Find out how you can take advantage of new market segments and business opportunities and achieve profitable growth. 

COMMERCIAL:

HP Indigo 7000 Digital Press - available worldwide in June

Key features and benefits

- Faster speeds of 120 letter-size pages per minute (ppm) in four-color and 240 ppm monochrome or two-color
- Heavy-duty production of up to 800,000 four-color letter-size images per month in one shift and 3.5 million four-color letter-size running 24 x 7
- Lower-cost production enabling a higher break-even point with offset printing with run lengths in the thousands
- 12.48-inch x 18.26-inch image size for increased throughput, enabling production of four-up 6-inch x 9-inch books and postcards as well as covers for letter-size books with page counts greater than 500 pages
- Robust, scalable HP SmartStream print server offering provides easy remote user interface capabilities, unique VDP attributes and expandable RIP capacity
- Enhanced serviceability and increased uptime with on-press diagnostics and guided troubleshooting tools
- On-press fast ink replacement feature for color changes on optional fifth, sixth and seventh colors with virtually no downtime

LABEL & PACKAGING:

HP Indigo WS6000 - available worldwide in early 2009

Key features and benefits

- High printing speed of 100 ft./min. in four colors on all media within specifications, in resolutions up to 1,200 dpi
- High breakeven point with conventional printing for cost-effective production on jobs up to an average of 13,000 feet
- Broad range of media compatibility from 12-450 microns to produce flexible packaging, shrink sleeves, labels and folding cartons
- Large 12.48 in. x 38.58 in. image format size for increased throughput and lower costs per label compared to HP Indigo press ws4500
- Automated blanket mounting, charging, PIP replacement and lubrication
- Fewer ink changes with higher-capacity cans of HP ElectroInk, plus on-press fast ink replacement feature for color changes on optional fifth, sixth and seventh colors with virtually no downtime
- Fully leverages industry-leading labels and packaging workflow of new HP SmartStream Labels and Packaging solutions, powered by EskoArtwork
- Enhanced serviceability and increased uptime with HP Indigo Print Care on-press diagnostics and guided troubleshooting tools
- Near-line and in-line finishing available from AB Graphics and other partners



Visit SusanMoore49.dscoopquarterly.com to get listed in the new Dscope Online Print Directory.



Dscope

Digital Solutions Cooperative
A Cooperative of Indigo users and HP

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