

CTP in the Digital Workflow

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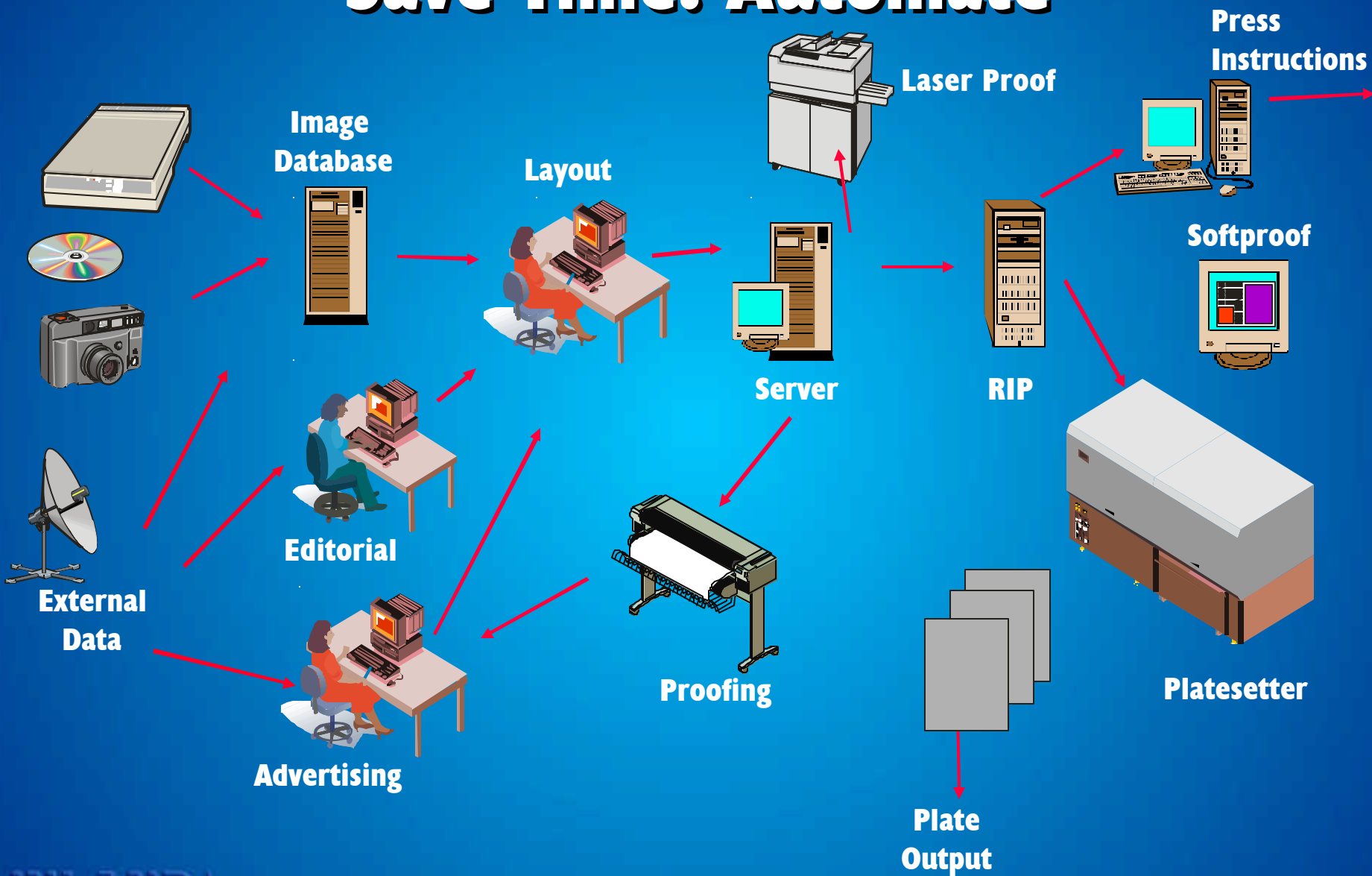
Prepress Columnist, Newspapers & Technology

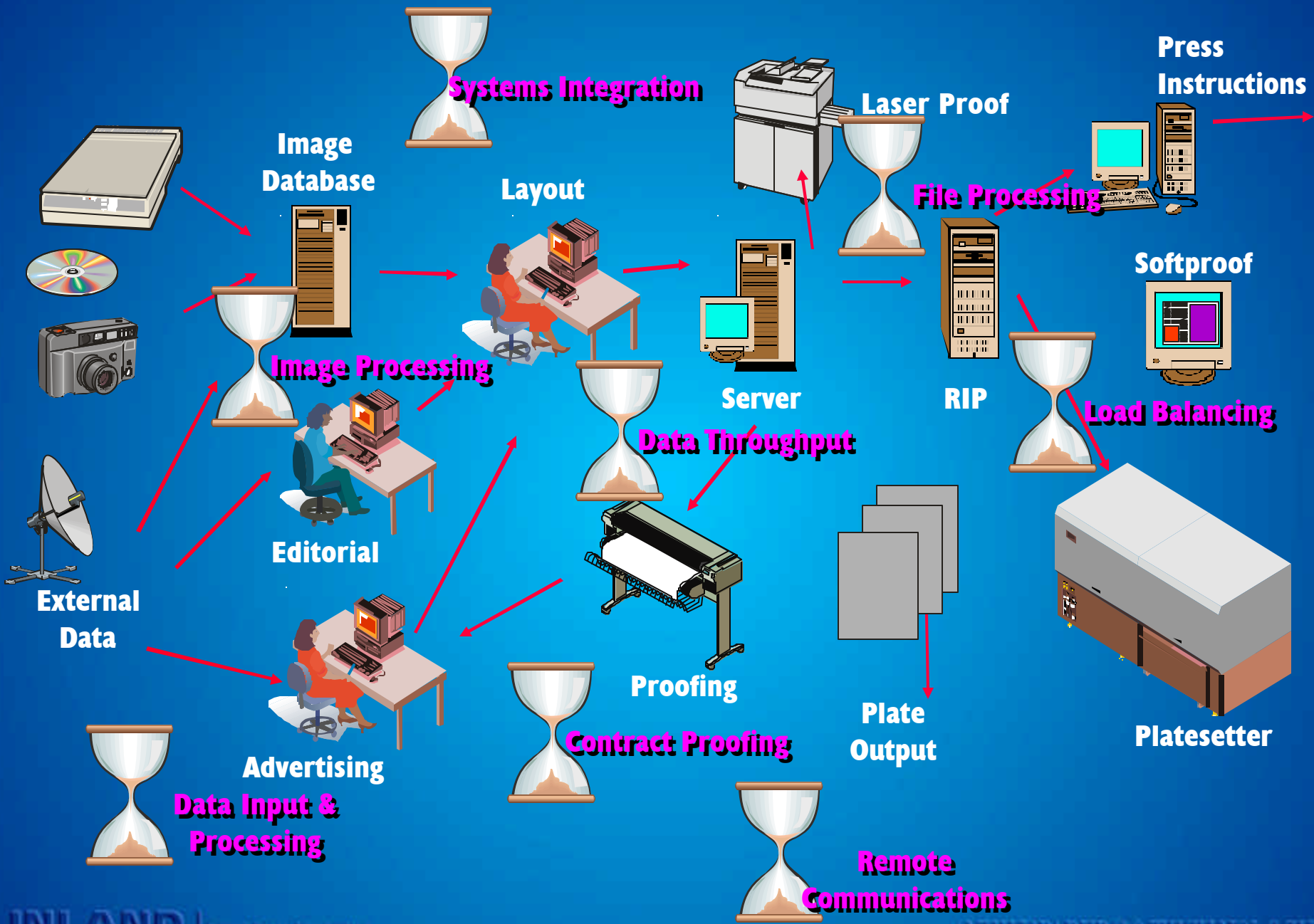
President, Group M Inc

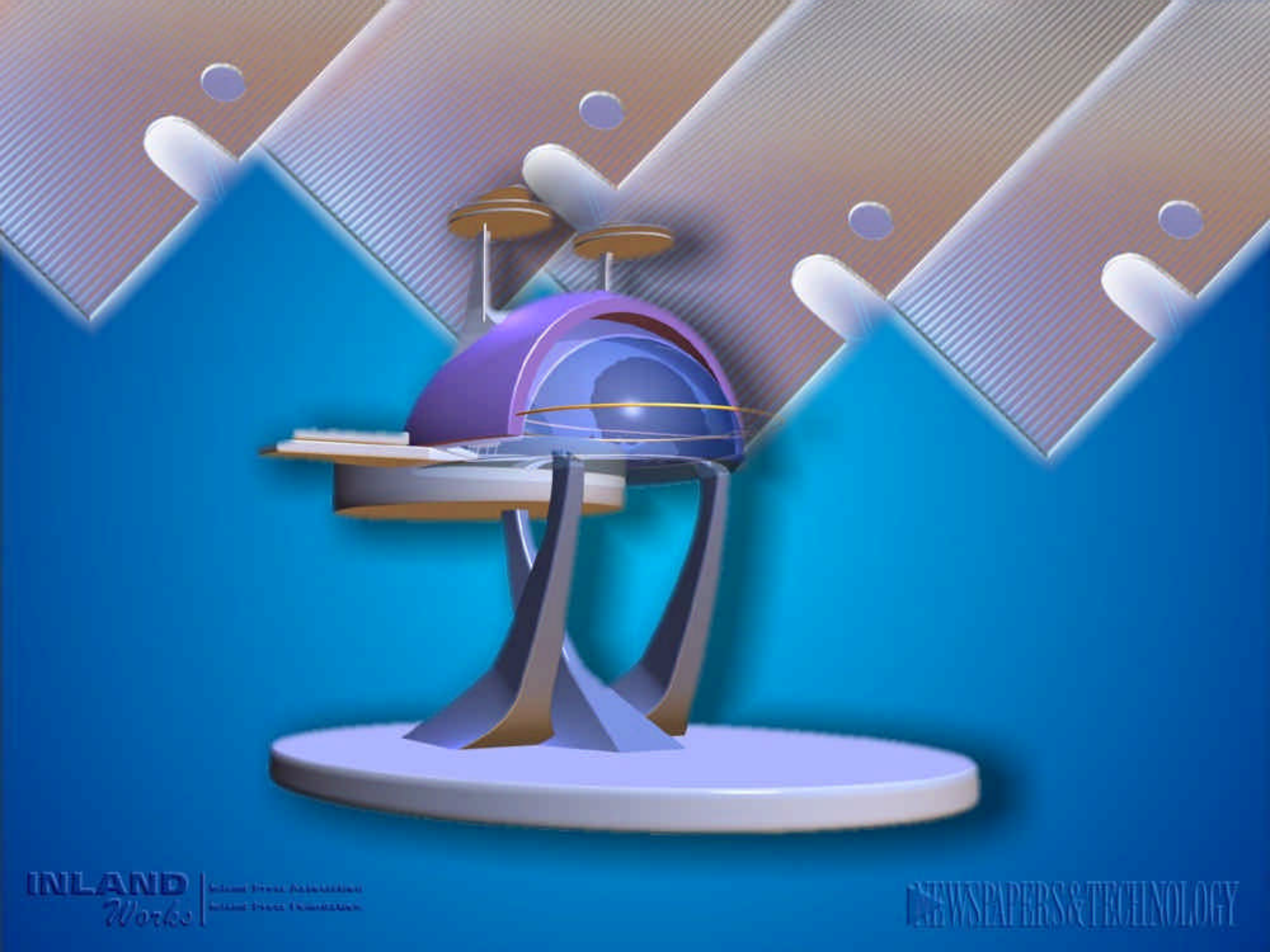
Why CTP

- ❖ **Save time**
 - ❖ **Stretch editorial deadline**
 - ❖ **Reduce wait time**
- ❖ **Automate the workflow**
 - ❖ **Remote printing**
- ❖ **Increase quality**
 - ❖ **Attract more readers**
 - ❖ **Attract more advertising**

Save Time: Automate

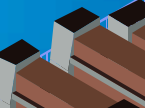






Save Time

- ❖ Streamline data throughput: PDF
- ❖ Automate Image Processing
- ❖ Reliably fast inkjet proofing
- ❖ Seamless integration
- ❖ Quality Control
- ❖ Workflow automation software
- ❖ Remote access
- ❖ Data input to press
- ❖ Trained staff

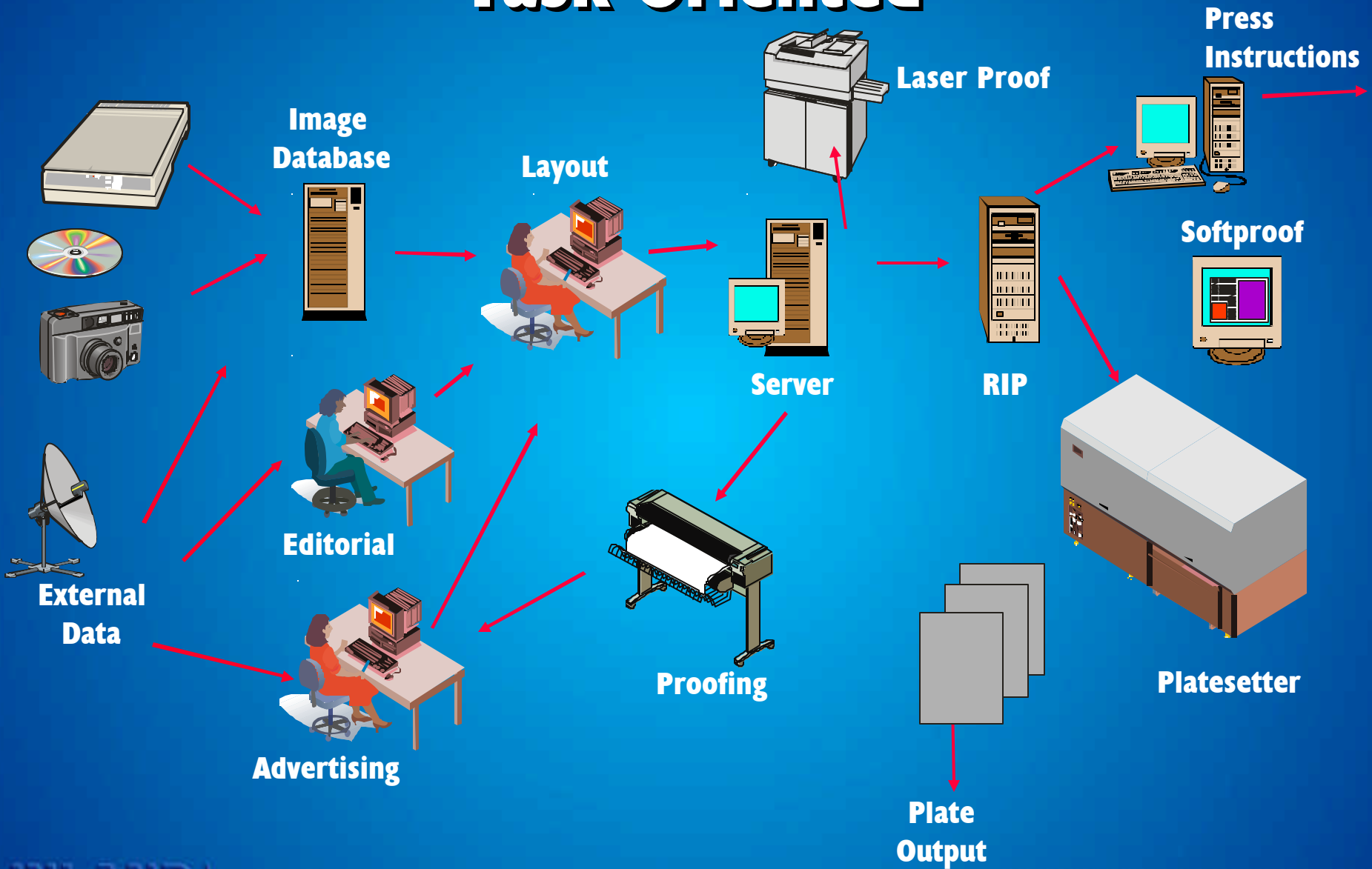


Increase Quality

- ❖ **Better contract proofing**
 - ❖ **Color management/calibrations systems**
- ❖ **Screening Options**
- ❖ **Press instructions: ink-key settings**
- ❖ **Quality control**

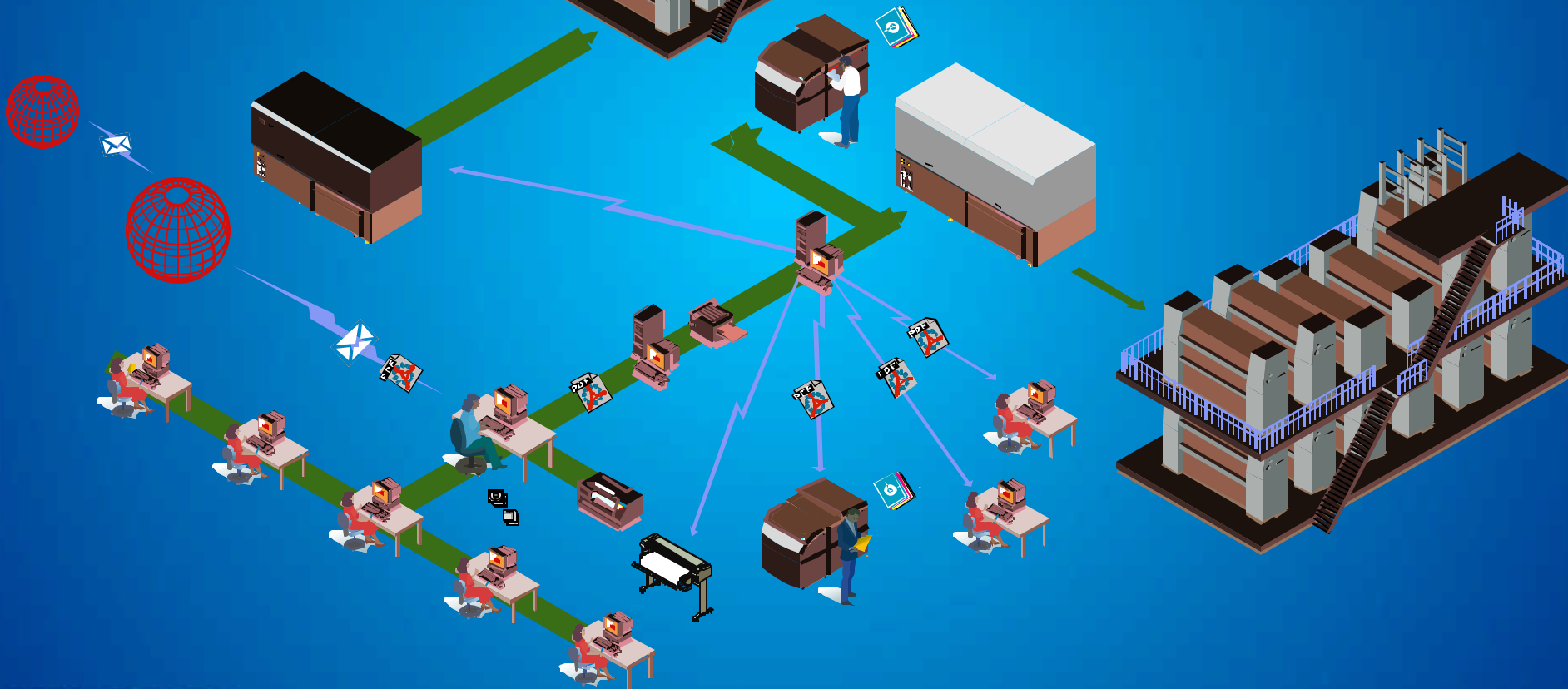


Task Oriented



Fully Integrated CTP Workflow

❖ Computer Integrated Manufacturing



CTP Technology Conference

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