

INTERNATIONAL
PRINECT USER DAYS

November 6 and 7, 2013



Welcome to the Prinect User Days – November 6 and 7, 2013 at the Print Media Academy in Heidelberg

Now that the Prinect products and solutions presented at drupa 2012 are established on the graphics market, we want to gather user feedback and discuss ideas for further development. To this end, User Days 2013 will focus first and foremost on production, automation, MIS, web-to-print, and the integration of all these areas. The spotlight will also be focused on the often controversial topics relating to cloud computing and an analysis of multi-channel publishing.

Your feedback counts! New to this year's event, the topics and workshops held during Prinect User Days 2013 will be geared even more closely to individual users and their interests.

Do you prefer less automated workflows? Are you interested in web-to-print but don't yet have a suitable business model in place? Are your operations highly automated, do you work with integrated workflows, and are you faced with complex customer requirements in the areas of web-to-print/ MIS? How does Prinect help printers? In these instances, too, we can provide valuable insights and stimulate ideas.

Prinect User Days take place on November 6 and 7, 2013 in Heidelberg. Make sure you don't miss this opportunity to get first-hand information, discuss your experiences and impressions, and enjoy an evening in a relaxed atmosphere at the Print Media Academy.

Register now! We look forward to hearing from you.

Organization team

The Prinect User Days is an event organized by a group of Prinect customers for Prinect customers. Heidelberger Druckmaschinen sponsors the event and provides the organizational and logistics framework. The program for the International Prinect User Days 2012 was put together for you by the members of the organization team:

Frank Karl, Medienhaus RETE OHG, Freiburg (D)

Martin Klein, ctrl-s prepress GmbH, Stuttgart (D)

Stefan Balmer, FO-Fotorotar, Egg (CH)

Thomas Madel, C. Maurer Druck und Verlag, Geislingen (D)

Thomas Schubert, azp GmbH, Chemnitz (D)

Walter Grasl, Grasl Druck & Medien GmbH, Bad Vöslau (A)

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Venue

Heidelberger Druckmaschinen AG • Print Media Academy
Kurfuersten-Anlage 52–60 • 69115 Heidelberg

Conference Language

English

Wednesday, November 6, 2013

Print Media Academy

Presentations, workshops, and discussions

8.30 a.m. Reception with tea and coffee

9 a.m. Welcome and presentation of the agenda

Moderator: Brian Hansen

9.15 a.m. Extreme ROI in a commoditized world – exploiting integration and automation for maximum return

As pressure on pricing is never ceasing, the only way to protect margins is to continuously monitor and adjust operating costs. Anthony Thirlby, Managing Director of ESP Colour HUB in the UK, is someone who takes this approach to the extreme. Driving the company by not only chasing margins but also catching them, he thinks in minutes and seconds rather than days and hours. He will give us an insight into what this means for day-to-day management and commercial utilization.

Anthony Thirlby, Managing Director, ESP Colour Ltd, UK

9.45 a.m. Heidelberg News

Innovations from drupa 2012 have been on the market for a year. The new software tools for production, automation, MIS, web-to-print and the integration of all these areas have been tried and tested and will be discussed in detail at the User Days. What happens next, what does Prinect 2013 have to offer, and what can we look forward to in the next version?

Axel Zöller, Heidelberger Druckmaschinen AG

10.15 to 10.45 a.m. Coffee break

10.45 to 11.15 a.m. Introduction to the day's workshops

Workshops

You can choose from twelve in-depth workshops on Wednesday held at three different times.

11.15 a.m. to 12.15 noon Workshop series 1, parallel workshops 1–4

3.15 to 4.15 p.m. Workshop series 2, parallel workshops 5–8

4.45 to 5.45 p.m. Workshop series 3, parallel workshops 9–12

11.15 a.m. to 12.15 noon Workshop series 1

Workshop 1: Standardized printing: Are measuring and proofing still possible?

Since the launch of the new ISO standards on print proofing and the introduction of new measuring illuminants, there is uncertainty regarding how these topics should and must be handled. This workshop addresses questions arising from day-to-day operations, such as: How did it come to this? Where does Heidelberg stand on this issue? Can I still use my color measurement system and which lamps should I use in the control station? It explores the reasons behind the decisions and addresses any topics that are unclear. The workshop is rounded off by tips on how to handle proofs, printing, and measuring technology.

Kurt Fuchsenthaler, Heidelberger Druckmaschinen AG

Workshop 2: Web-to-print for newcomers

Handling orders online has now become a matter of course in the print industry. Print shops have to pursue new approaches to be able to offer customers this service. This workshop highlights the options available for getting started with web-to-print, explores the steps required to do so, and presents practical examples of successful web shops.

Lucia Dauer, Heidelberger Druckmaschinen AG

Patrick Alandt, Heidelberger Druckmaschinen AG

Workshop 3: Prinect Smart Automation, web-to-print, and MIS integration – what are your options?

The integration of MIS systems and web shops and ever-shorter throughput times for print products mean that new and increasing requirements are being placed on workflow automation. The Prinect workflow offers automation functions that are being added to all the time. The print industry also uses web-to-print and MIS solutions that are not developed by Heidelberg. We explore the extent to which these systems can also benefit from the features of Prinect automation. We explain the new features of and requirements for Prinect 2013 and take a look at the modules needed to ensure that everything runs smoothly. This information will be underpinned by practice-based user information.

Wiebke Stoltenberg, Heidelberger Druckmaschinen AG

Workshop 4: New applications in digital printing

In addition to cost-effective printing of short runs, digital printing offers further attractive options for producing new products. We use the Linoprint C 751 and C 901 systems to demonstrate how you can print special materials and produce special print products profitably. This workshop also focuses on the special requirements placed on the connected workflow that calls for flexible and simple processing of a very wide range of jobs. We show you how the Prinect Digital Print Manager can be used to process day-to-day tasks such as color matching, automatic repeat optimization, and the control of integrated postpress equipment.

Mark Ihlenfeldt, Heidelberger Druckmaschinen AG



12.15 noon to 1 p.m. Lunch

1.15 to 1.45 p.m. Adobe Creative Cloud

Since Adobe launched its Adobe Creative Cloud concept on the market in spring 2013, the topic has been the subject of intense debate. We have asked Adobe to explain once more how this new approach differs from its existing Creative Suite and to answer user questions.

Ingo Eichel, Adobe Germany

1.45 to 2.45 p.m. Multi-channel publishing – line of business for a select few or an opportunity for many?

At some point, multi-channel publishing will be the norm. Today it is often agencies that set the tone, but many print shops are aiming to position themselves as full-service providers in the future. This involves not only outputting products in a wide range of channels but also, more importantly, the upstream task of providing structured, media-neutral data. This can be used as a basis for delivering both print and online services, including output on mobile devices, for example. We explore the opportunities currently available for print shops to tackle these challenges head on.

Axel Zöller, Heidelberger Druckmaschinen AG

2.45 to 3.15 p.m. Coffee break

3.15 to 4.15 p.m. Workshop series 2

Workshop 5: How does Prinect help printers?

Prinect does not end at the prepress stage or computer-to-plate – it eases work at the press, too. This workshop explains how the Prinect Signa Station delivers the ideal quantity of ink on the print sheet. Foregoing the complicated setup of colorimeters, the Prinect color measuring systems instead use information from prepress. This workshop is an opportunity to learn about the presetting functions of Prinect. Prinect's enhanced CIP4-PPF is used not only to set ink zone profiles but also to control the feeder and delivery settings to dispense almost entirely with manual intervention at the press. Are you already familiar with close-loop color management in the Prinect color workflow? The focus here is on consistent print quality, which is a crucial factor in cost-effective printing. New logs in Analyze Point help you monitor the success of this system.

Bernd Utter, Heidelberger Druckmaschinen AG

Workshop 6: Prepress, press, and digital integration and automation in practice

See our equipment in action to find out which production steps are initiated automatically in prepress, press and digital printing once files have been added and approved by customers. Discuss with us the benefits of workflow automation for your daily work even without direct connection of MIS or web-to-print.

Wiebke Stoltenberg / Mark Ihlenfeldt, Heidelberger Druckmaschinen AG

Workshop 7: Peak Performance in web-to-print

A comparison of existing B2B web-to-print portals reveals that no two portals are alike. Realizing highly individual customer requirements in a variety of portals offering a huge range of functions while maintaining transparent and high-performance workflows for high order volumes is both a technical and financial challenge. We use practical examples to show how the Prinect Web-to-Print Manager takes up this challenge and how you can maintain an overview during the production of print runs that are, by nature, short. The workshop is rounded off by discussions with users.

Lucia Dauer, Heidelberger Druckmaschinen AG

Patrick Alandt, Heidelberger Druckmaschinen AG

Workshop 8: How can an MIS support a print shop's business model?

One strategy in helping a company stand out from the crowd is to steal a lead on competitors by offering additional service offerings. One way of doing this is to enable online calloff of print products and other stock goods. This presents major challenges for a print shop's business management workflow as reliable figures must be available at all times. Information on the profitability of these new offerings, such as the profit contributions made from specific customers or product groups, is of the utmost importance. We use concrete examples to present possible solutions in MIS and explain how state-of-the-art software can support a print shop's business model.

Reiner Bachthaler, Heidelberger Druckmaschinen AG

4.15 to 4.45 p.m. Coffee break

4.45 to 5.45 p.m. Workshop series 3

Workshop 9: LE UV printing – a solution for commercial printing?

This workshop gives you an insight into the latest developments in, and background information on, LE UV (low-energy UV). New dryer technology combined with fast-curing UV inks and coatings based on new formulations are opening up new opportunities in the fast-changing printing market. Increasing demands placed on substrates and quality coupled with ever shorter production times are driving the demand for new technologies. We talk to you about this new printing technology and look at the effects of process and inks from a number of perspectives. We also highlight new areas of application and ways of standing out from the competition.

Michael Seydel, Heidelberger Druckmaschinen AG

Workshop 10: Adobe Creative Cloud – new applications

Ingo Eichel will use a number of practical examples to demonstrate the latest functions and workflows of the Adobe Creative Cloud. He will also present several tips & tricks designed to help users make the most out of Adobe InDesign, Adobe Photoshop, and Adobe Illustrator. What's more, participants will be given a practical insight into the publication of digital magazines and advertisements using Adobe InDesign and the Digital Publishing Suite.

Ingo Eichel, Adobe

Workshop 11: Prinect 2013 live – presentation in the Print Media Center

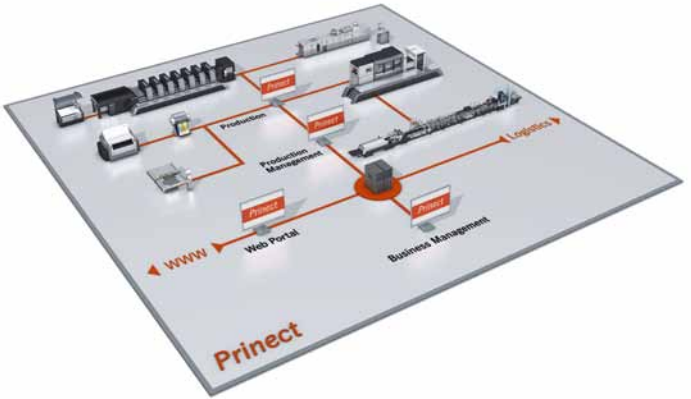
We demonstrate a complete production workflow – from the receipt of an order in the web-to-print shop, through automatic job creation in the MIS, all the way to production with Smart Automation. Find out how you can keep a clear overview of the planning and costs per job. Presetting the presses and folding machines plays a key role in these live demonstrations. After the demonstration, you will have the opportunity to talk to specialists about how you can apply the benefits of workflow automation to individual areas in everyday practice.

Rene Schieber, Heidelberger Druckmaschinen AG

Workshop 12: New areas of business in packaging printing with Prinect

The wide range of functions for the integrated production of commercial jobs with Prinect can also be applied profitably to the production of folding cartons and labels. Special functions are available for industrial production that open up additional areas of business without the need to invest in a completely new special workflow. Targeted enhancements in the existing Prinect workflow make it possible to tap into a new and economically interesting line of business. We show you how to do this.

Sabine Roob, Heidelberger Druckmaschinen AG



5.45 to 6.45 p.m. Happy hour

6.45 to 10.15 p.m. Evening event

Enjoy sharing experiences with like-minded participants and experts from Heidelberg in the foyer of the Print Media Academy.

Workshops on Thursday, November 7, 2013

Workshop series 1–3

8.45 to 9.15 a.m. Welcome coffee

9.15 to 10.30 a.m. Workshop series 1, parallel workshops 13 – 16

10.30 to 11 a.m. Coffee break

11 a.m. to 12.15 noon Workshop series 2, parallel workshops 17 – 20

12.15 to 1.15 p.m. Lunch together

1.15 to 2.30 p.m. Workshop series 3, parallel workshops 21 – 24

2.30 to 3 p.m. Coffee break

3 p.m. Feedback and end of event

Workshop series 1

Workshop 13: Switching from Signa/Meta to the integrated Prinect workflow?

A user who currently processes files for the CtP platesetter and presses using the Prinect Signa Station, Prinect MetaDimension, and Prinect Prepress Interface modules will be able to use the integrated Prinect solution to automate PDF processing for print jobs. This workshop uses a few examples to show you how this works. It also provides an overview of how you can use Prinect to optimize the production workflow step-by-step. The cutting-edge Prinect workflow can be extended, e.g. to include the Analyze Point software, which we will also demonstrate here. What's more, we also explain the practical steps from online file transfer to true-color printing.

Detlef Freyer, Heidelberger Druckmaschinen AG

Cordula Völker, Heidelberger Druckmaschinen AG

Workshop 14: Full automation in practice with the Prinect workflow

This workshop focuses on how data transfer from MIS and/or web shops can lead to short throughput times in the production workflow and how entire process chains can be automated. We first examine the Prinect Web-to-Print Manager and Business Manager modules and the integrated production system before turning our attention to the opportunities available for automation when individual components are unavailable. In both cases, the use of Smart Automation is key and is explained in detail. This workshop is rounded off by a presentation of the other new features in Prinect 2013.

Wiebke Stoltenberg, Heidelberger Druckmaschinen AG

Workshop 15: Prinect Business Manager with Scheduler and Customer Portal

This workshop updates participants on the new features of the Prinect Business Manager and provides an overview of the functions offered by the MIS solution. The workflow processes and integration will be demonstrated on the basis of practical examples including the new customer portal, production planning, and the integration of production.

Rainer Bachthaler, Heidelberger Druckmaschinen AG

Workshop 16: Prinect, the integrated print shop workflow

What has changed with Prinect 2013? Throughout the production chain, we present the new features in the Prinect Cockpit with enhanced screens for press and postpress. In the Prinect Scheduler environment, quantity splitting and the management of checkpoints and approvals make it much easier to keep an overview of the planning process. You will also find out how the Analyze Point function can be used to evaluate the downtimes of the connected presses. Prinect has also been improved for operators at the production stations, with the enhanced digital job folder supplying detailed status information directly to the station.

Ulrike Seethaler, Heidelberger Druckmaschinen AG

11 a.m. to 12.15 noon Workshop series 2

Workshop 17: High Performance – make-ready with Prinect Inpress Control

Short setup times remain one of the key factors in profitable printing. This workshop demonstrates the functions of Prinect Inpress Control in conjunction with other modules in the Prinect workflow. It explains Peak Performance setup on a Speedmaster XL 106-10-P using several standardized print jobs.

Volker Felzen, Heidelberger Druckmaschinen AG

Workshop 18: Prinect 2013 live – presentation in the Print Media Center

This workshop demonstrates a complete production workflow – from the receipt of an order in the web-to-print shop, through automatic job creation in the MIS, all the way to production with Smart Automation. Find out how you can keep a clear overview of the planning and costs per job. Presetting the presses and folding machines plays a key role in these live demonstrations. After the demonstration, you will have the opportunity to talk to specialists about how you can apply the benefits of workflow automation to individual areas in everyday practice.

Rene Schieber, Heidelberger Druckmaschinen AG

Workshop 19: Faster make-ready with the Prinect Color Toolbox and the new Multicolor tool

Using spot colors in offset printing involves frequent ink changes, a lot of residual ink, and time-consuming washup processes. This line of business is often unprofitable, particularly with packaging printing in short print runs or art printing with extended color spaces. The Prinect Multicolor Toolset is aimed at replacing wherever possible the hundreds of spot colors with standard CMYK inks and the additional use of green, orange, and blue. This workshop demonstrates the new functions of the Prinect PDF Toolbox and the Prinect Color Toolbox as well as the process steps involved. We also present all the new features of the Prinect Color Toolbox.

Frank Häuser, Heidelberger Druckmaschinen AG
Sehran Tatari, Heidelberger Druckmaschinen AG

Workshop 20: Prinect PDF Toolbox

The Prinect PDF Toolbox is an invaluable aid for many problems in prepress. And we are introducing a range of new functions again this year. For example, the new multicolor option in the Color Editor makes it possible to assess replaced spot colors in the Multicolor workflow. The Barcode Editor can generate QR and DataMatrix codes and offers a number of improvements. A few additional functions are also available for the Object Editor module that was launched last year. In addition to the improvements and new functions, we will also show you how quickly and easily PDFs can be converted into printable documents. Discussions will also be held during the workshop to take on board any suggestions you may have for future versions of the PDF toolbox.

Sebastian Nickel, Heidelberger Druckmaschinen AG

12.15 noon to 1.15 p.m. Lunch

1.15 to 2.30 p.m. Workshop series 3

Workshop 21: Prinect, the integrated print shop workflow

See Workshop 16, page 13

Workshop 22: Prinect Business Manager with Scheduler and Customer Portal

See Workshop 15, page 13

Workshop 23: Faster make-ready with the Prinect Color Toolbox and the new Multicolor tool

See Workshop 19, page 14

Workshop 24: Peak Performance in web-to-print

See Workshop 7, page 9

2.30 to 3 p.m. Coffee break

3 p.m. Feedback and end of event

