

digitalvision

N E W S

Summer
Issue 11

Welcome

Summer is here!

And isn't it refreshing to hear the long range forecast suggesting we are in for a warm summer rather than just an extended spring.

Like the change of seasons, our financial economy has taken a big hit and will continue to get a great deal of media focus – which can often give us an overpowering negative outlook.

The truth is this is a great time to evaluate your overall business strategy. Being successful in a 'less than desirable' economy is an insurance policy to being successful in a thriving one!

Think positive; we have the annual summer holidays upon us; we have a new government with fresh ideas; we have an opportunity to revisit our business direction during quieter times; and it is Christmas!

Digital Vision is certainly using this time to evaluate its own future product range. We are trimming some product lines, while introducing some new exciting technology-based products allowing us to stay at the cutting edge while bringing back the key fundamentals of what our customers are telling us they want from a supply company.

What's that? Quality, service and value - with a tilt towards environmentally-friendly cost-effective solutions.

And guess what? We have listened.

I would like to take this opportunity to thank you for your support over the last 12 months and look forward to working together in 2009.

Happy New Year

Regards

Les

Vision Ink offers substantial savings

Digital Vision has announced the release of Vision Ink – a competitively-priced Eco Solvent ink that's designed to offer printers significant advantages in today's challenging economic environment.

Importantly, while offering substantial savings of over 35 per cent on OEM inks, Digital Vision will honour the warranties on Roland equipment.

General Manager, Les King, says this support means that clients can use Vision Ink with absolute confidence.

"Honouring existing warranties without requiring clients to use OEM inks is a major departure from normal business practice," he says.

"However, we believe the current economic situation requires us – like all businesses – to take a fresh look at how we operate and be prepared to think outside the square.

"That's what we've done and we believe the introduction of Vision Ink creates a huge upside for our clients.

"They will now be able to buy digital inks at a substantial saving on previous pricing and we will honour existing warranties with our



customers and other customers who want to come on board."

Vision Ink is suitable for a range of wide format inkjet printers, including Roland, Mimaki and Mutoh.

It is quick drying and offers excellent adhesion on a wide range of media.

N.B. Digital Vision's warranty transfer offer is only available for Roland printers; the transfer of warranty is subject to an inspection of your machine by a Digital Vision technician; upon acceptance of transfer, the extended warranty period continues as per the original warranty; Digital Vision reserves the right to decline the transfer of the warranty, or may request that service work is completed at the owner's cost prior to transfer.

Innovative Mutoh products now available in New Zealand

Digital Vision has been appointed New Zealand agent for Mutoh - one of the world's largest manufacturers of large format printers.

Originally founded in Tokyo in the early 1950s but now operating worldwide, Mutoh's

large format printer portfolio comprises both entry-level and production-oriented machines which cover a wide range of applications including posters, photo reproduction, proofing, fine art, outdoor graphics, dye

sublimation and direct to fabric printing.

Delighted with the opportunity to represent

Continued on page 3

INSIDE...

Page 2 Tech Ink delivers for Orion Signs

Page 4 New releases from Atlanta SGI

Page 3 New equipment boosts award winner's output

Tech Ink delivers for Orion Signs

Changing ink isn't a decision a quality-conscious printer takes lightly...

But when Orion Signs' director Brent Roberts saw the cost advantages of using Tech Ink over OEM inks he sat up and took notice.

While the potential savings were obvious, Orion Signs' customer base includes some of the best-know brands in the country, so Brent says quality was always the foremost issue.

"In New Zealand where we have one of the highest UV rates in the world, we couldn't

afford to let our quality slip with an ink that didn't have the life expectancy our customers require."

However, the team from Digital Vision was able to reassure Orion Signs – a thriving Manukau-based enterprise with a team of 19 - that the South African-manufactured Tech Ink product had the credentials to maintain quality while offering significant savings.

And three years down the track, Brent says they haven't had an ink fading or failure issue yet.

"Initially we went into it with some trepidation, mainly using Tech Ink on short-life promotional material – which makes up about 85 per cent of what we do," he recalls.

"But over time our confidence in the ink has grown and we now use it on long-life products as well."

Brent says Tech Ink has not only proven its ability to handle New Zealand's demanding conditions but also offers a good colour gamut with excellent intensity.

DESIGNED WITH THE ENVIRONMENT IN MIND

The first of a new category of large-format signage printers utilising HP Latex Inks, the Designjet L65500 has been designed with the environment in mind.

Digital Vision's Les King – who was quick to see the new model's potential and snapped up an L65500 at the worldwide launch - says it offers printers the best of both worlds.

"HP's innovative water-based Latex Inks provide environmental, health and safety advantages compared to traditional solvent-based inks," he says.

"That means simpler printer installation and operation and offers a breakthrough in meeting the needs of the increasing number of environmentally conscious customers."

For example, odourless prints produced with HP Latex Inks emit extremely low levels of VOCs (volatile organic compounds). No special ventilation is required, and there are no requirements for air discharge permitting, ensuring an improved printing environment.5

Printers can handle supplies with confidence, with no hazard warning labels, nor hazardous waste.

And the L65500's environmental-friendliness

is enhanced with a new ink cartridge design that includes a recyclable cardboard container and reduces materials use.

Importantly however, the Designjet L65500 backs that benefit without compromising its outdoor durability across a range of substrates.

The six-ink printing system produces applications – up to 264 cms - that impress with rich, saturated color across a wide range of media that include most low-cost, uncoated, solvent-compatible media.

"Outdoor prints achieve display permanence up to three years un laminated and up to five years laminated," explains Les. "While indoor prints achieve in-window display permanence up to five years un laminated and up to 10 years laminated on a range of media.

"The prints are scratch, smudge, and water resistant on a range of media – with performance comparable to that of solvent-ink technology."

In terms of output, the L65500's HP Wide Scan Printing Technology reaches new levels of productivity.

Three 108 mm printheads, with a total of 31,680 nozzles, support a firing frequency of



HP Designjet L65500

up to 24 KHz and produce a 21.6 cm print swath. The printheads, combined with precise media advancement using HP's proprietary Optical Media Advance Sensor (OMAS), facilitate outdoor-quality prints at up to 70 m²/hr and indoor-quality prints at up to 35 m²/hr.

HP's new Latex Inks are completely cured inside the printer to form a durable film on the print medium. Prints come out of the printer ready to use, finish, and prepare for delivery.

For more information on how the Designjet L65500 could benefit your business, call Digital Vision today.

Manoukian dye sublimation ink leads the way

Manoukian – a world-renowned name in printing inks – is continuing to lead the way in digital dye sublimation offering excellent print results, colour gamut and UV stability.

The Manoukian Digitex range of ink is recognised as the leading brand of sublimation ink for large format Piezo inkjet printers. Available in 500ml bottles or 200ml cartridges,

it is widely used to produce a multitude of end products such as sportswear, signage and promotional goods.

Suitable for large format printers such as the Mutoh, Mimaki and Roland it has been developed to satisfy the needs of the most demanding users. With a proven track record in some of the world's most

demanding production environments, Digitex ink has been fully tested to meet the stringent requirements required by end users.



New printers boost award winner's output



Don't bother talking doom and gloom to award-winning large format digital print specialists Adgraphix.

The Christchurch-based company, which won gold with an eye-catching billboard skin in the 2008 Pride In Print Awards, is making every post a winner – despite the economic environment.

In fact, Director Scott Shore, who established the company ten years ago with co-Director Jeff Gibson, says the company hasn't noticed any significant drop-off in business.

With that positive approach, the partners have recently invested in two major equipment installations – an HP Scitex FB6100 and an HP Designjet 9000.

Designed to ensure Adgraphix is better able to meet its customers' requirements in a competitive marketplace, the new printers - both of which were purchased from Digital Vision – offer distinct advantages.

The FB6100 is renowned for its versatility, with the ability to print high-quality colour directly on a range of wide-format, rigid or flexible media.

A simple changeover mechanism makes it fast and easy to switch between rigid and flexible media.

In flatbed format it is able print directly on rigid media while switching to roll-to-roll printing enables the team at Adgraphix to also print on flexible, roll-fed media.



Meanwhile, the Designjet 9000 is the ideal machine for keeping costs down on shorter run lengths – increasing the break-even point against traditional screen printing.

And it helps Adgraphix maintain its commitment to the environment by utilising eco-friendly low-solvent inks which offer excellent durability with prints that resist fading for up to three years without lamination.

"The printers have opened up new opportunities for us," says Scott.



Top: Adgraphix directors Scott Shore left and Jeff Gibson with their new HP Scitex FB6100. Above: Laurence Duncan, of Adgraphix at work on the HP Designjet 9000.

Continued from page 1

Mutoh in this country, Digital Vision General Manager, Les King, says the company is renowned for its innovation.

In the past two years, for example, Mutoh's R&D successes have propelled the company into the technological lead with its ground breaking 'wave printing' technology.

Available on all Mutoh printing products, this patented technology – formally known as Intelligent Interweaving Printing Technique - allows for increased print speed that virtually eliminates horizontal banding with exceptional image quality.

"Revolutionary in the piezo printing application world, the wave printing technology is standard on Mutoh's new ValueJet models, increasing the accuracy and consistency of dot size and dot release during printing," says Les.

"While this increase in accuracy and



consistency improves the image, the dot-to-dot contact angle is changed giving increased dot gain control, allowing for more latitude in profile settings."

Other examples of Mutoh's innovation include the company's recent launch of the 'blazing fast' Mutoh Blizzard – which can be setup with either Eco or Mild Solvent ink and won best product of 2008 at the European Digital Press Awards.

Mutoh also produces an Eco Solvent Ultra ink, which in combination with the ValueJet family

of printers, combine indoor and outdoor applications into one inkjet printer, without compromise.

Committed to using the latest head technology with small drop size and therefore much improved ink consumption, Mutoh's key product ranges include:

ValueJet -
With the fastest print speed in its class and incredible rendering performance, the compact ValueJet is the large-format inkjet printer by which others are judged.

ValueJet uses Mutoh's unique control technology to produce beautiful prints, suiting a wide range of print media and environmental conditions.

For more information on how Mutoh's innovative products can benefit your business, contact Digital Vision today.



New releases from Atlanta SGI

Two new HP Scitex printers released at the latest SGI Expo in Atlanta are set to meet the needs of New Zealand printers.

The HP Scitex FB7500:

Offering the highest productivity in its price bracket, the FB7500 claims to 'shift the crossover point between screen and offset printing'.

Designed to take advantage of lucrative markets such as last minute POP/POS applications and on-demand print runs, the FB7500's high print speeds make it ideal for printing medium and long runs of POP/POS applications with tight schedules.

Full productivity, including loading and unloading, is up to 500 m²/hr.

That output is backed with market-leading competitiveness in terms of total cost per sheet for medium POP runs.

This means you are able to shift more jobs to your digital printer, reducing your fixed costs in the process. The FB7500 consumes less power and uses less production and pre-press floor space than multi-color screen printers and large format offset presses.

At the same time, your productivity is enhanced with the FB7500's automated and efficient workflow. Using a 3/4-automatic material workflow reduces 'idle time' between sheets by up to 85 per cent, with only one operator.

Offering highly versatile digital printing capability, the FB7500 is able to print both flexible and rigid applications.

It prints on virtually any sheeted material from paper to thick boards with fast-curing UV inks, delivering vibrant signage that stands up to the demanding requirements of a wide variety of applications - including accurate and consistent double-sided prints, POP displays, signage, exhibition graphics, backlit displays, bus shelters, posters and more.

The HP Scitex XP2300:

With robust media loading and collecting features and a heavy-duty frame, this printer is designed for high-volume production environments.

The first 3.2 m UV printer designed for outdoor signage, it is packed with technological advancements to minimise costs



HP Scitex FB7500

and increase your profits.

They include the HP Scitex XP2300 Multi-roll Printing kit as a standard feature. This involves the use of two independent motors which allow the use of rolls with different diameters.

Workflow enhancements in the HP Scitex Operation software allow the pre-press room to place a RIPed file directly into the Print or Storage queue of the HP Scitex XP2300, eliminating human error and operator intervention.

To further enhance productivity, the HP Scitex XP2300 features the HP Scitex XP2300 On-Core Collector, which allows printed material to be rolled directly onto an empty core. Printed output can be removed from the printer while printing.

For more information on the new releases of HP Scitex's FB7500 or XP2300 printers, contact Digital Vision today.

FOR SALE

USED AND EX DEMO EQUIPMENT

Make/Model	Ink	Size	Age	Condition	Location
Flat Bed Printer (HP Scitex Vee Jet)	UV	2000 x 3000mm	3 years	excellent	Auckland
Roland FJ540 (Pro 2)	Dye/Pigment	1370mm	5 years	Very Good	Christchurch
HP 8000	Solvent	1600mm	ex Demo	New	Auckland
HP Z6100	Pigment	42 inch	ex Demo	New	Auck/ChCh
Heat Press Metalnox (double head)	Sublimation	700 x 1000mm	2003	Very Good	Auckland



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