



# 2004 SSP Technology Blitz



Odyssey Press Inc.



## Digital Printing & the Journal Industry

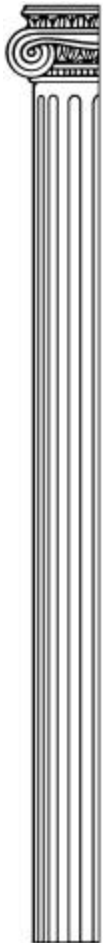
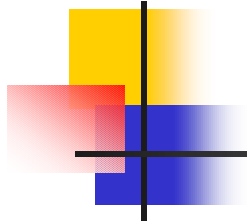
**Kevin Pirkey**

Vice President



**Odyssey Press Inc.**

The Original Ultrashort Run Printer



**It's time to  
look at  
Journal  
Production  
from a  
Different  
Perspective!**

# What Is Digital Printing?



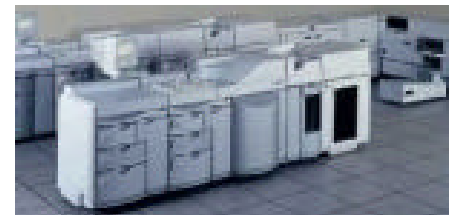
Xerox  
Docutech



Kodak  
NexPress



Xerox  
Docucolor



Kodak  
Digimaster



Xerox iGen 3

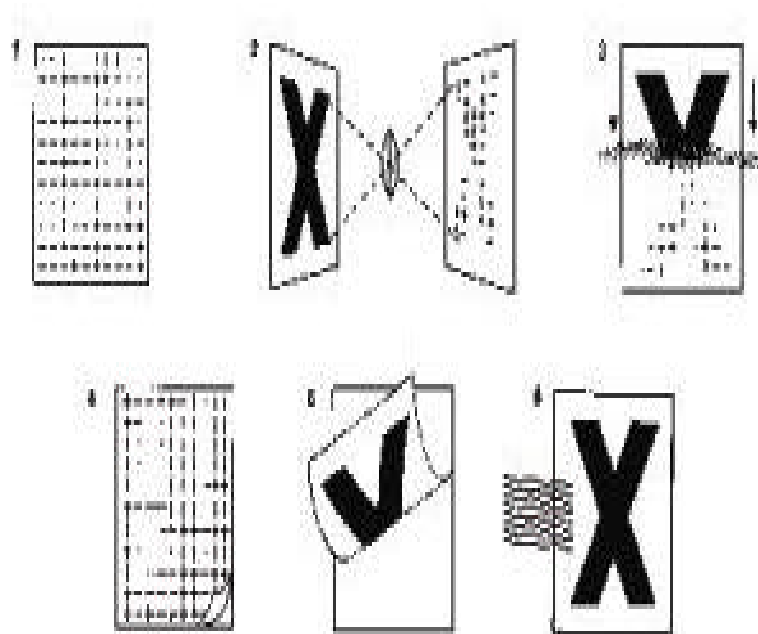
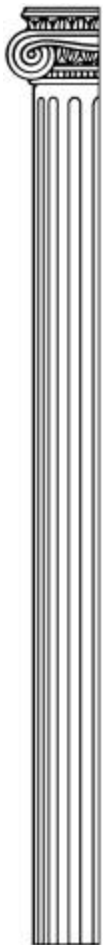


HP Indigo

A technology for printing directly from a computer to paper without the intermediate stages and expense of traditional printing methods.



# Toner-based Technology



1. A photoconductive surface is given a positive charge.
2. The image of a document is exposed to the surface. This causes the charge to drain away from the surface in all but the image area.
3. Negatively charged powder is cascaded over the surface and adheres to the positively charged image area.
4. A piece of plain paper is placed over the surface and given a positive charge
5. The negatively charged powder is attached to the positively charged paper.
6. The powder image is fused to the paper by heat.

# Digital Printing & Books

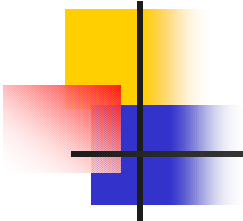
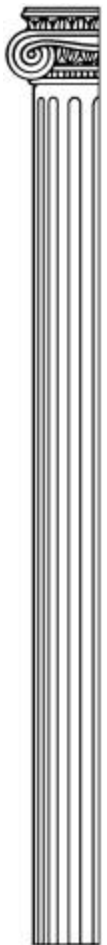
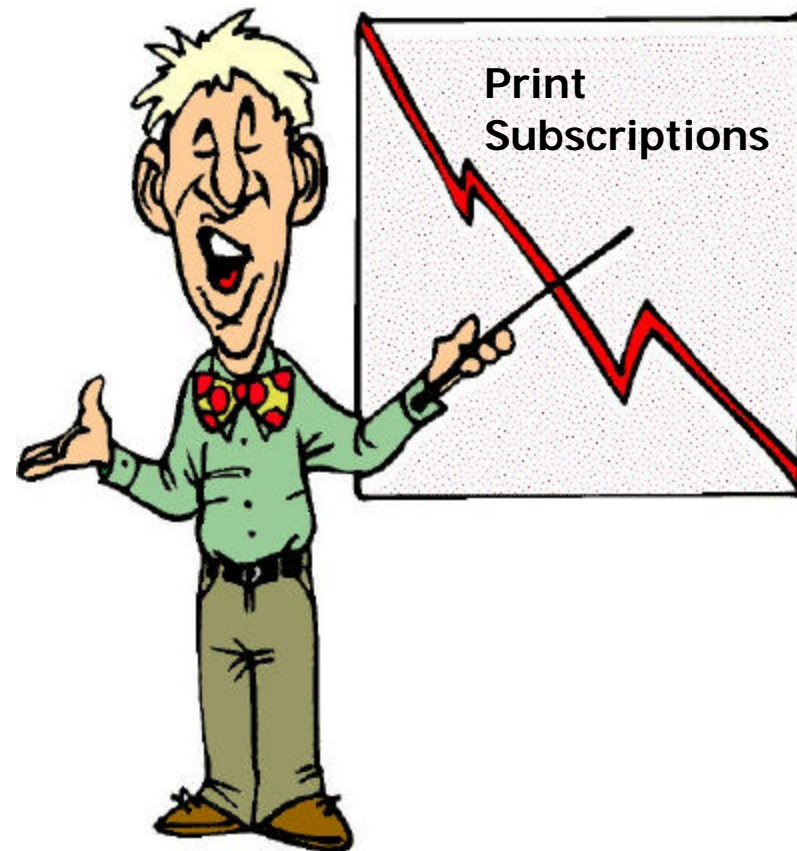


- Keep Backlist Books In Print
- Minimize/Eliminate Warehouse Storage
- Print-on-Demand (POD) Book Production
- Improve Publisher's Cash Flow
- Publish Ultra Special Interest Books

# Journal Environmental Factors Which Enable Digital Production



- Declining print subscriptions
- “Flip” subscription models
- Print production cost pressures
- Movement away from back copy storage
- Version of record becoming online edition



# Ultrashort Run Journal Finances



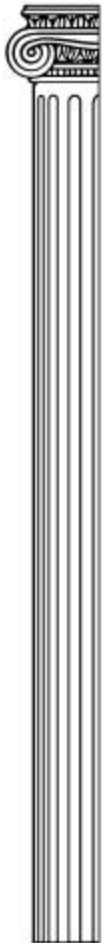
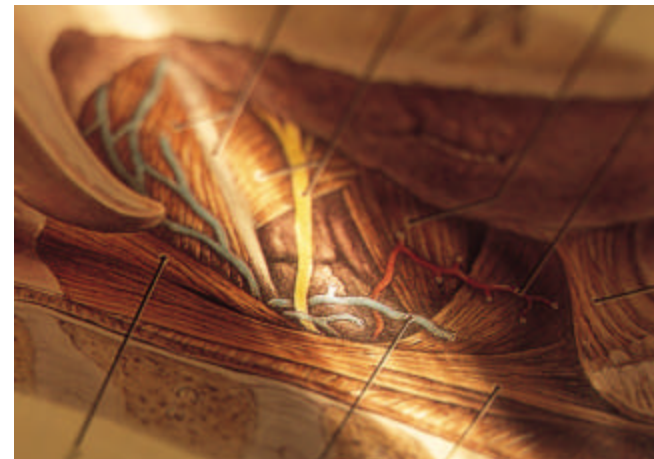
- “Total cost” mindset over one based on “unit cost”
- Minimal set up costs
- Even production costs over print run
- Print what you need not minimums based on a process or a technology
- No over or under runs



# Ultrashort Run Quality



- Black text
- Editorial and advertising four-color
- Digital color covers
- Graphics quality



# Production Specifications

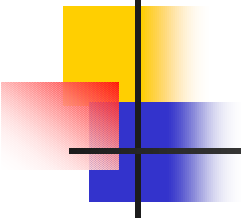
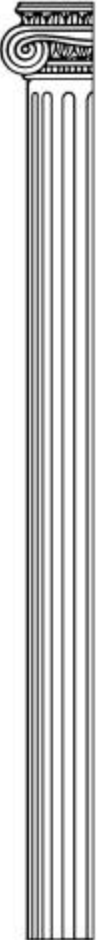


- Efficient Trims
- Binding Options
- Paper Options



# Digital Print Solutions for Journal Related Production

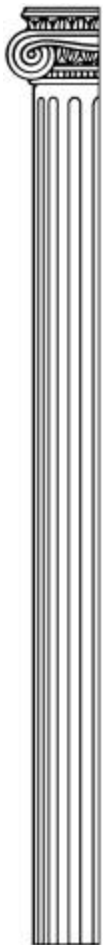
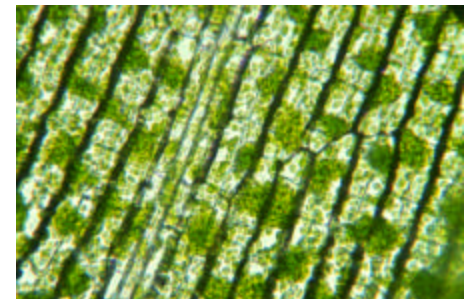
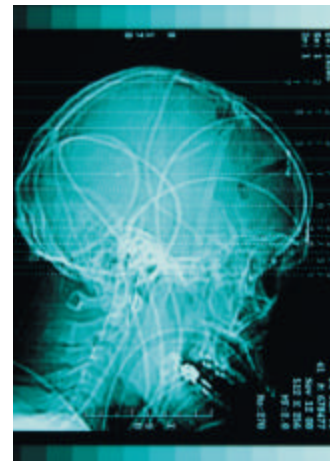


- 
- 
1. Ultrashort run journal print production
  2. Back copy inventory replenishment or POD
  3. Article Preprints, Offprints & Reprints
  4. Custom publications from journal articles
  5. Distribute-and-print production models



# Journal Print Production

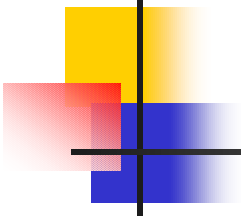
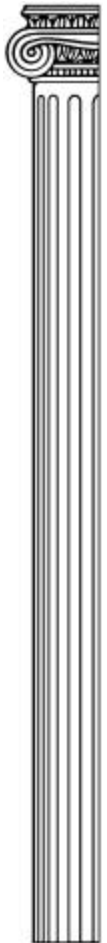
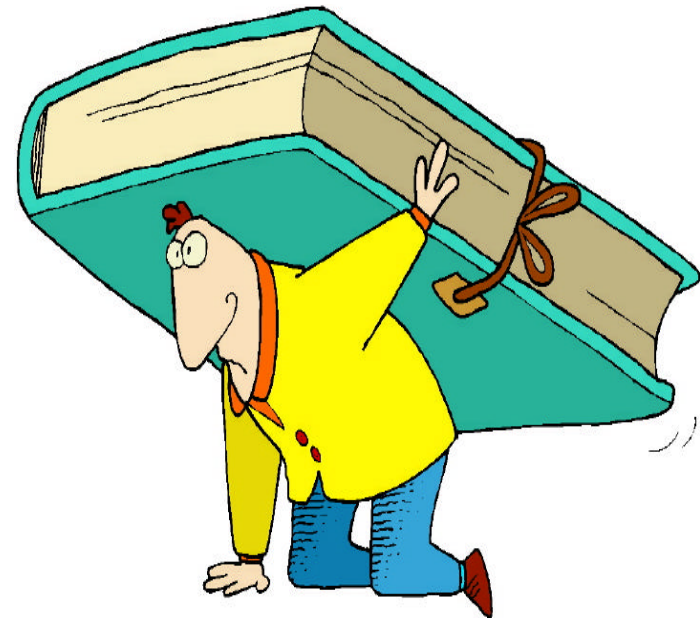
- Cost effective production of 10-400 copies
- Offset versus digital color covers
- 2 page four-color "signatures"
- Exact quantity print production



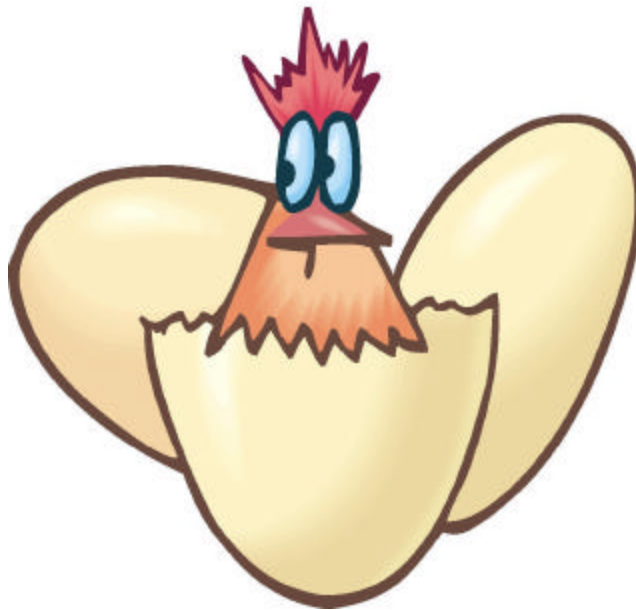
# Back Copy Replenishment



- Digital print enables production of exact subscriber quantities
- Cost effective back copy replenishment in quantities of 10-25 copies at a time
- Minimize warehousing costs
- Eliminate obsolete inventory write offs



# Article Preprints & Reprints

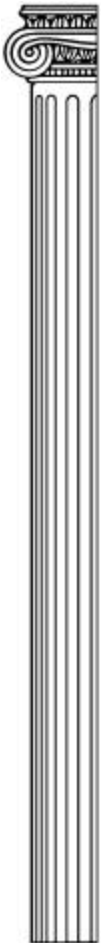


- Ability to produce cost effective preprints as soon as digital files become available
- Automated ordering systems are integrated direct to digital archives, presses and distribution systems
- Eliminates need to have offprint orders in prior to journal production

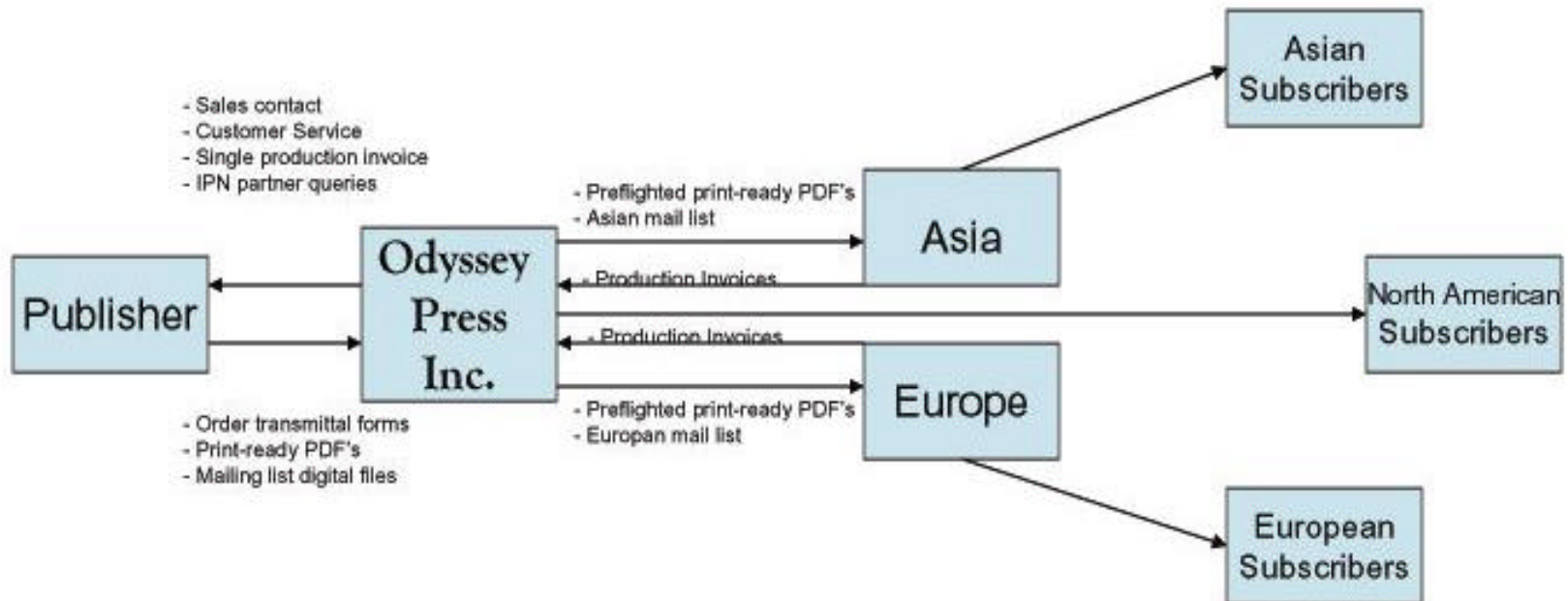


# Custom Publications

- Ability to select specific articles from a digital archive to create custom publications for sale as college course books or monographs
- Custom four-color covers
- Potential new source of revenue from journal content



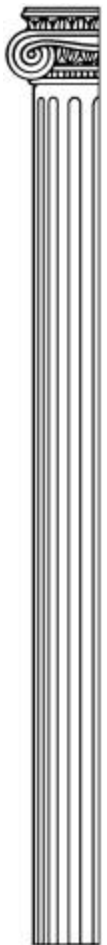
# Distribute-and-Print



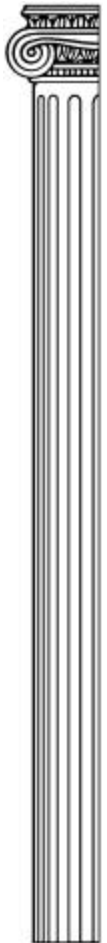
# Distribute-and-Print Models



- Distribution of content as PDF files for print production in Europe and Asia
- Speeds delivery of journals to overseas subscribers
- Improves condition of delivered product
- Minimal additional production cost implications for multiple production sites



# Questions?



# Contact Information



**Kevin Pirkey**

**Vice President**

**Odyssey Press Inc.**

**22 Nadeau Drive**

**P.O. Box 7307**

**Gonic, New Hampshire 03839**

Phone (717)-225-9477

Fax (717)-225-5349

Email: [kevin@odysseypress.com](mailto:kevin@odysseypress.com)

[www.odysseypress.com](http://www.odysseypress.com)