

Digital Printing: The Reference Handbook



THIRD EDITION

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\$95

An "Industry Must"

**The expanded and completely updated
version of *Nonimpact Electronic
Printing: The Reference Handbook***

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- Historical perspective of nonimpact printing technologies: how they work, why they were developed, strengths and weaknesses, key applications and players, market trends, and outlook for the future
- Thorough exploration of the major components of print engines, including printing architectures and print controllers
- Detailed discussion of the parameters and features of all classes of nonimpact printers, including desktop and production models
- Critical background on all major print command languages, PDLs, and markup languages, including emerging technologies such as PPML and PDF/x
- The basics of interfaces, networks, and printer connectivity, including device interoperability, mobile, and wireless printing
- Thorough analyses of the black-and-white nonimpact printing market, including new and emerging applications such as on-demand book production
- The fundamentals of color printing, with details and comparisons of current color printing technologies, market trends, and the latest developments in color management and color applications
- The history of bar codes, bar code symbologies, and nonimpact bar code printing applications
- Background and basic of MICR printing, including MICR printing technologies, applications, market trends, and issues
- The latest trends and developments in pre- and post-processing equipment, ranging from desktop applications to high-volume environments
- New and emerging challenges to print, including e-books, EBPP, the Internet, and the impact of alternative media on the printing market
- Expanded and revised Index and Glossary of Terms & Acronyms

Who Should Buy

- Manufacturers, OEMs, Resellers
 - Digital printing systems
 - Conventional printing equipment
 - RIP/connectivity solutions
 - Pre- and post-processing/Finishing vendors
 - Software developers
 - Media and supplies
- Corporate Users
 - In-plant print shops
 - Centralized reprographic departments (CRDs)
 - MIS/data centers
 - Network operations
 - Purchasing managers
- Print-for-pay Operations
 - Commercial printers
 - Digital services bureaus
 - Quick printers
 - Outsourcing organizations
- Industry trade organizations
 - Consultants, analysts, PR firms
 - Education organizations

For Industry Professionals Involved in:

- Sales and marketing
- Product management
- Engineering and product development
- Application and technical support
- Market research and strategic planning
- Sales and technical training
- Selection and purchase of printing solutions
- Printing and publishing operations
- Printer service and maintenance

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- Multifunction Systems: Ready for the Next Storm?
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- *Electronic MICR Printing and Check Processing*

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