

Abstracts of articles

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Reading Emil Eiler's article about Digital Europe, we realize, that we are before astonishing changings! Like a SciFi novel! There is no other way for us: we have to openly accept every new changes, and modernizations, because – with or without us – these will come true, and will be part of our daily life and work. Giving us more and more possibilities and comfort. Helping us to have more effective methods and achieve with them more better results than with technics of previous ages. Subjects dealing with typography are increasing the interest. The two articles in this issue having same subjects are from experts loving our profession. Debate between István Radó and Bence Nagy can also be seen on our www.mgonline.hu website. We are waiting for your reactions and opinion about it. You have surely realized that each paper of us has some interesting and specific subjects. In this one, you'll find articles dealing with digital media. Besides the individual graphics of István Orosz, you'll find a numerologic surprise. By the help of Primerate Kft. each of the covers of our paper are different! We draw your attention to Péter Tomcsányi's article dealing with VIP printing! The year 2005 seems not to be too easy, some of our previous fears about the accession European Union seem to be real. So does Austria, there is a strong price-competition over there. The prices over the Lajta are also better than that of ours. We wish you a very good new year with a lot of good ideas, strenght and persistance for the realization of your plans.

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This article is a comprehensive summary of the next two years' Strategic Action Plan for developing of the Information Society Technologies (IST) coordinated and financed by the European Union. The 1st part of it is dealing with such subjects like: Nanoelectronics, Micro- and Nano-based Sub-systems; Photonic Components; 3G Broadband Wireless Systems; Embedded Systems; Multimedia Interfaces; Semantic-based Knowledge and Content; Cognitive Systems as well as with Networked Businesses and

Governments. By the author each subjects of them are analysed from the point of view of the Printing Industry. The 2nd part of the article will deal – among others – with the Technology enchanced learning; with the Presence and interaction in a mixed reality environment; with Simulating emergent properties in complex systems; with GRID technology and with the Digital Right Management (DRM).

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It is a report on *PrintOutlook 2005 International Economic and Marketing* Conference organized by the Association for Suppliers of Printing, Publishing and Converting Technologies (NPES). There are important forecasts in it for the year 2005. about new challenges and possibilities which can be accessed via Internet at homepage of www.gasc.org.

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There are a lot of fashionable – time-by-time often used – tendencies and notions in the policy, in economy and even in the printing industry too. Many are repeating these as a parrot, other ones try to understand and again there are some who adopt and applicates them. The Variable Information Printing (VIP), or in other words: the Variable Information-content Printing belongs to them. This is a process, which is an effective tool for making unique and individual offers. The author of this article is analy-sing this subject, trying to draw the attention of the readers to this effective, added – value – making possibility.

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Benefits and significance of valuation and risk analysis is a very important part of our daily life and industrial work, where we are endangered by different mechanical and physical effects, during lifting, transporting, and by radiation, current etc. When planning our aims, work, activities and technologies, it is advisable first to estimate the risks expected. This is the subject of the interesting article written by an acknowledged expert.

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CANON has introduced its 9950F scanner which is a flagship of the *Canoscan* scanner series. It has a 4800 × 9600 dpi resolution and 48 color depth. This is the first flatbed scanner of the world having an ability of putting 30 film frames on a 35 mm wide filmstrip. Within its optics there is an aspheric Canon objective embedded called *Super-Toric* resulting an unsurpassable contrast and gives guarantee of a superb clearness of the image scanned. The time needed for prescanning is only 3,6 sec. With its FARE Level 3 (and the Quare Level 3) technologies it makes retouching on films automatically. Other tools of it are: OCR image- and document managing software, Adobe RGB colorspace supporter, Easy Colour Matching Print (only for Windows) using ICC colour profiles; *Exif* data for embedding into imagefiles etc. This system is compatible with Windows XP Professional, XP Home edition, XP Media Center Edition 2004, Windows 2000 Professional, Windows Me and Windows 98.

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The author is dealing with some „Typographic elaboratenesses“ for example with the classic rules of hyphenation, justification, division of words and other tools for making more easy of reading and giving a smooth look of printed page. In connection with this, he makes comparisons and tells his experiments about the usage of QuarkXPress 5 Beta, QuarkXPress pro, InDesign CS and PageMaker.

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Burda Druck GmbH in Offenburg is a most experienced and most effective undertaking not only of Germany but also of Europe and at the same time it is the largest gravure printing house. Some of the Hungarian experts has had the possibility to visit it and getting a sample from the world famous German precision. This article is a detailed report on their experiences they got during the visit.

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On 14. January, was the first time when this two days long international exhibition has opened. On show there were different designs, lifestyle, paper, office technics and other products mainly for presentation and promotion. Surfaces and print media of the products were not only paper and board but several other materials. Hungarian printers also has to broaden their print media material choices, there is no other way for them. In connection with this, there can be seen many beautiful pictures in this article.

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The expression of *Scandinavian Design*, has become a peculiar notion of industrial design, in the late Twenties. Since then, the meaning of it is: *modern*, *good quality* as well as *affordable*. This article – full with beautiful pictures – is an interesting report on an exhibition, organized by the Museum of Industrial Art, in Budapest, Hungary.

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Is the poster an art? That is no question! But the real question is: how long will it be an art? Hearing this question, every graphic designer will tremble from it. Looking at this, from this direction, it is understandable, that the artist of this kind, has hold together. This article is dealing with this problem, and with the activity of Hungarian Poster Company.

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In 2004, there was an international book exhibition called *London Artist's Book Fair*. It was organized by a well known book publisher: Marcus Campbell. This show is the most dignified one worldwide. The exhibitors came from several foreign countries including France, Ireland, USA, Germany, Poland, Scotland, Spain and Russia. From Hungary eight artists have taken part there. This article is a report on the exhibition and on the experiences.

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This article is an interesting historic survey of a playing card producer company at Kassa (between 1836–1849). In it there are many interesting images of oldstyle and oldfashioned playing cards from that old times.

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MAN Roland Magyarország Kft. has now a new experienced leader called Zoltán Argat. He started his carrier at *Petőfi Printing House* and then worked for *Avery Dennison* and now is for MAN Roland. Within the frame of an interview, he made a statement about MAN Roland's strategy. The main goal is to increase their market share. Their Ryobi machines are not yet well known in Hungary. According to him, the Hungarian printers must produce prints having more added value. The MR's machines are very innovative ones so they can help these efforts. In Offenbach (Germany) there is a professional center for instructing and training Hungarian printing machine operators.