

# Digital Printing: The Reference Handbook



THIRD EDITION

ON YOUR DESK FOR  
**\$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

*"For anyone who deals with printers—whether printing is their livelihood or just a way to produce a document"*

## Order Now!

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- The Rising Tide of DocuTech Competition
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- Midrange and Clustered Systems: Expanding the Print-on-Demand Market
- The Digital Print Factory: Round Two!
- Multifunction Systems: Ready for the Next Storm?
- Implementing Print-on-Demand Successfully

\* Commissioned and Published by the Graphic Arts Marketing Information Service (GAMIS)

\*\* In association with Xplor International

### Guides & Books

- *The Guide to Digital Print Quality: Understanding, Evaluating, and Measuring*
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- *Network, Screen and Page: The Future of Reading in a Digital Age*
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