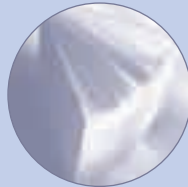


# Invitation

Free from IBM: Your ticket  
to the Frankfurt Book Fair 2001



That's digital bookprinting.

**IBM**

## The digital printing revolution

You've accepted the fact that today it is possible to print a book – from the customer's online order to the finished product – quicker than you can hard-boil an egg? It's a given for you that you can hardly tell the difference between offset printing and digital printing with the naked eye? We'll show you the next level of development. The IBM Infoprint 4100 printing system is the first continuous forms printer providing offset quality: About four times faster than comparable cutsheet printing systems at about 25 per cent lower production costs. Still a vision at the previous Book Fair – be there when it becomes reality. Choose the book you want printed for you: timer, novel or non-fiction and take it with you immediately!



# IBM Infoprint: Intelligent solutions for digital printing



**FAIR INNOVATION!**

## IBM Infoprint 4100 – Continuous Forms Printing System

- Speed of up to 1522 ipm (A 5) provides the greatest productivity at the lowest printing costs
- Print width of up to 48.2 cm (19”) allows 3-up printing (A 5) including trim and buffer
- Excellent 600-dpi print quality with text, graphics and images
- Flexible and seamlessly integrated pinless and pin-fed paper path
- 23 IBM technologies such as AFCCU for faster data throughput or a simple graphical user interface increase productivity

## IBM Infoprint 2000 – Cutsheet Printing System

- Up to 110 ipm (A 4)
- Excellent 600-dpi print quality and additional 64 greyscale with text, graphics and images
- For printing and copying applications
- Inline finishing for single, double and saddle stitching
- No production interruption for paper refill
- Up to 8,000 sheets paper input and stacking



**printers.ibm.com**

## Digital printing: faster, more economical, more individual.

The capacity of “Book on Demand” (BoD) is only possible thanks to digital printing. Whereas offset printing is only worthwhile from print runs of 300 copies upwards, digital printing is already economical for the smallest print runs right down to printing individual copies on demand (Printing on Demand). Expensive warehousing thus becomes unnecessary and total costs go down.

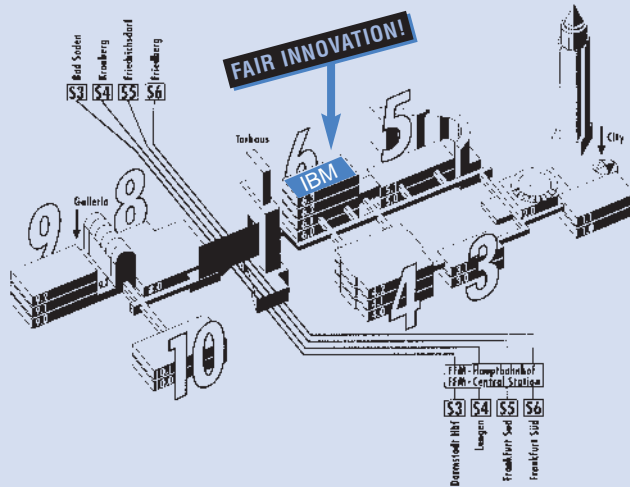
At the same time production speed increases. Digitalisation also allows adapting a book content at will for the individual. For example, when printing individual copies or selecting chapters, books can be personalized with names.

**Visit us and experience the possibilities of digital printing live!**



# How to find IBM at the Frankfurt Book Fair:

Hall 6.3 (Stand D 1390)  
Trade Fair Grounds  
Ludwig Erhard Anlage 1  
60327 Frankfurt/Main  
Germany



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The IBM home page can be found  
on the Internet at: **ibm.com**

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# The Frankfurt Book Fair

For five days in October, Frankfurt is home to the world's biggest international trade fair for publishing. In an exhibition area of some 190,000 square metres, you will find more than 380,000 books published by more than 6,600 individual exhibitors and 80 national exhibitions: publishers and multimedia producers from 110 countries as well as 280,000 visitors, among them 11,000 journalists.

Today, Frankfurt is the most important trading event in the international rights and licences business within the publishing industry. Established directly after the Second World War, the Frankfurt Book Fair has become the symbol of modern internationally orientated book trading.

