



The MITSUBISHI IMAGING Loupe

 **Mitsubishi
Imaging (MPM), Inc.**

MITSUBISHI IMAGING NEWS

AUGUST 2011

The MITSUBISHI IMAGING
Loupe

Issue One, August 2011

Welcome to The Mitsubishi Imaging Loupe

Mitsubishi Imaging is pleased to publish the first issue of The Mitsubishi Imaging Loupe newsletter to keep our customers and dealers informed about company news, upcoming events & tradeshow, new product introductions, specials, technical developments and much more. We hope you enjoy reading The Loupe and invite you to forward it to a friend or colleague.



Mr. Oka (left) welcomes Mr. Suzuki (right) as new President and CEO

Mitsubishi Imaging Announces the Appointment of Takefumi Suzuki as President and CEO

Mitsubishi Imaging is pleased to announce the appointment of Takefumi Suzuki as President and Chief Executive Officer of Mitsubishi Imaging (MPM), Inc. effective June 1, 2011. Mr. Suzuki has built a long and distinguished career since joining Mitsubishi Paper Mills Ltd. in 1972. He has held key executive positions and most recently served as Director and Managing Executive Officer of Mitsubishi Paper Mills Ltd. and as a board member of Mitsubishi Imaging. Mr. Suzuki succeeds Yutaka Oka, who after more than three years of distinguished service to Mitsubishi Imaging, has taken the position of President of Mitsubishi Paper Holding (Europe) GmbH in Germany. During his tenure as President & CEO of Mitsubishi Imaging, Mr. Oka provided strategic leadership during challenging economic times and directed Mitsubishi Imaging's efforts to surpass corporate goals.



According to InfoTrends, the current market opportunity for photo books is close to \$685 million with estimated growth to \$1.03 billion by 2014. That's a lot of memories.

DP Series Specialty Media for HP Indigo Presses

Mitsubishi Imaging has introduced its new DP Series Specialty Media for use with HP Indigo presses. Designated as an HP Certified Substrate, DP Series Specialty Media is ideal for the production of a wide range of high quality printed materials, including: Professional Photo Books; Wedding Albums; Fine Art Prints; Greeting Cards; Posters; Brochures and more. DP Series Specialty Media gives HP Indigo users an edge over the competition offering a brilliance and clarity that no other media on the market today can match. Mitsubishi Imaging's DP Series is available in seven different surface finishes, from 8 mil to 10 mil, and from single sided or dual sided finish for superior photo reproduction without the need for lamination.

The Mitsubishi Loupe continues next page.

GRAPH EXPO 2011



Sept 11 - 14, 2011

McCormick Place South,
Chicago, Illinois

www.graphexpo.com

See us in booth 841

- Product Demos
- Video Demos
- Calendar Giveaways



Commercial Inkjet

Specialty Paper for Commercial Inkjet Printing

Mitsubishi Imaging specializes in coated inkjet media for all commercial inkjet printing applications. Our inkjet media is designed to achieve true color reproduction, fast drying time and high line sharpness for a variety of applications such as variable data, financial statements, books, brochures, transpromo and direct mail. We offer a wide range of high quality, coated media from 60 gsm to 230 gsm in a variety of surface finishes, including matte and high gloss—ideal for inkjet printing applications.

We recommend the article by Julie Greenbaum on page 28 of the March Issue of Printing Impressions on optimization of coated and uncoated stocks for running on high-speed, continuous-feed, color inkjet presses. Includes interview with Steven Vallario, Director of Digital Imaging Marketing.



Mitsubishi Imaging Thermal
DigiPlate

Summer CTP Trade-In/Trade-Up Program

Mitsubishi Imaging has extended its processless CTP Trade-In/Trade-Up program in effect now through October 31, 2011.

“We turned up the SPF this summer (that’s our Super Processless Factor) by offering trade-in credit towards the purchase of a new Mitsubishi Imaging Thermal DigiPlate™ processless, no chemistry CTP system.— announced Senior Product Manager, Suzanne Bostick. “We have customers who need an economical and environmentally friendly choice that’s right-sized for their business, and by offering a trade-in value for their old technology, we have made now the best time for them to trade-up to chemistry free CTP.”

Mitsubishi Imaging (MPM), Inc. Launches New Website

Mitsubishi Imaging, a leader in sustainable green technology, has launched a totally redesigned, easy to navigate, interactive website to showcase its full line up of innovative products for the graphic arts, inkjet and photographic industries.

“We are delighted to launch our new, more user-friendly website which not only introduces a number of new products and features, but better reflects our commitment to environmental stewardship and our leadership position in the markets we serve”, said Jillian Acord, Vice President Marketing, Operations & Information Systems. “We expect that first-time visitors, our valued customers and dealers alike will all have a positive experience when visiting and navigating through our new site”.

www.mitsubishiimaging.com



New site re-launch in August
2011.