



The **MITSUBISHI IMAGING** **Loupe**

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

MITSUBISHI IMAGING NEWS

NOVEMBER 2011



Affordable CTP technologies and new specialty media for digital offset and inkjet presses highlighted the Mitsubishi Imaging exhibit at Graph Expo '11

Mitsubishi Imaging Focused on Total Solutions for the Next Generation of Print.

Mitsubishi Imaging presented total solutions for the next generation of print and introduced a number of new specialty media and computer-to-plate technologies at Graph Expo '11.

"Graph Expo was a successful show for Mitsubishi with steady booth traffic and a high level of interest in Mitsubishi's affordable solutions for both digital and offset printing technologies", said Catherine Cartolano, Vice President, Sales & Technical Services, Mitsubishi Imaging. "There's a wide variety of printing technologies available today and our customers face an extremely competitive environment. We've responded with a portfolio of productive and cost-effective products for today's climate that also provide the quality, technology and environmental benefits our customers need as they approach the next generation of print."



Total solutions for the next generation of print resonated with visitors to the Mitsubishi Imaging booth at Graph Expo '11.

Quality Media for Digital Offset and Inkjet Presses

Among the Mitsubishi products featured at Graph Expo '11 and garnering considerable interest were:

- The new **DP Series Specialty media** for HP Indigo digital offset presses
- Mitsubishi **coated inkjet media** for high speed inkjet production printers
- **Diamond Jet metallic wide format inkjet media** for signage and display printing
- Mitsubishi's expanding portfolio of **clear inkjet film**.



Mitsubishi coated inkjet media for today's high speed presses



DP Series Specialty Media for HP Indigo digital offset presses



Thermal DigiPlate 2-up CTP system



Watch our Graph Expo '11 video at:
<http://www.mitsubishiimaging.com/en/videos/>

A full line of specialty papers

"Graph Expo '11 was a great forum for Mitsubishi Imaging to showcase our full line of specialty papers," said Steven Vallario, Director, Digital Imaging Marketing Mitsubishi Imaging (MPM), Inc. "Reaction to our newest digital media, the DP Series Specialty Media for HP Indigo digital offset presses was extremely favorable. This unique, high quality media immediately caught the interest of digital printers."

"Mitsubishi also had coated grades of inkjet media in use at various booths such as Pitney Bowes, Kodak, Océ and Konica Minolta. Printers considering their next purchase in high speed inkjet equipment were very interested to see these rolls demonstrating a wide variety of applications."

Chemical-free CTP and offset printing demonstrated in booth

At Graph Expo '11 Mitsubishi showed visitors how quick and effortless it was for our press operator to image TDP plates and print them live on a BaumPrint 18 multi-color press. The TDP printing plates were first imaged on the 100% processless Thermal DigiPlate (TDP) CTP system. This 2-up Thermal DigiPlater uses Mitsubishi patented thermal fusing technology to create a high contrast image on the plate without chemical development, wash-off or ablation. The result was a very clean, 1200 dpi plate at speeds of up to 75 plates per hour. Next the TDP plates were mounted on the BaumPrint 18, and various 2-color jobs, such as our newsletter and a Chicago map, were printed continuously throughout the show hours for visitors to take as samples.

Technology preview of chemical-free violet plate production

Mitsubishi Imaging created a buzz exhibiting our chemical-free, violet sensitive DigiPlate CTP system at Graph Expo '11. The Violet DigiPlate PDP-VL system is coming to market in 2012 and will combine chemical-free plate production with high speed output. Further benefits include high quality resolution and run lengths of up to 20,000 impressions for a CTP system that will offer 4-up printers a fully-automated and eco-friendly CTP solution with the offset quality and affordability of Silver DigiPlate™.

A commitment to affordable, eco-friendly CTP

"We know printers need products that will help them compete and stay profitable" said Suzanne Bostick, Senior Product Manager, Mitsubishi Imaging. "The two chemical-free CTP systems we demonstrated at Graph Expo '11 represent Mitsubishi's current and future commitment to providing affordable, eco-friendly printing CTP choices to the small and mid-sized printer."

For more information about all Mitsubishi Imaging products, visit www.mitsubishiimaging.com or call (800) 765-9384 x13207.