



# INVESTING IN COMPUTER-TO-PLATE

## A Practical Guide

for  
Printers  
Repro Houses  
Trade Shops  
In-Plant

Prepared by Vantage Strategic Marketing

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## **INVESTING IN COMPUTER-TO-PLATE**

### A Practical Guide

#### **INTRODUCTION**

Vantage Strategic Marketing is the leading worldwide authority on CtP market technology adoption.

Recognized as having an unbiased and independent view on the global digital printing market, VSM today is the central source of international data exchange co-operation for the leading suppliers to the Graphic Arts market.

We have been monitoring the development and adoption of Computer-to-Plate (CtP) on a worldwide basis since its commercial introduction at Drupa '90 and have been reporting on these developments in a series of annual reports which are subscribed to by all the leading international suppliers of machines and consumables to this market.

In the past twenty-five years we have seen the use of argon-ion (Ar) and helium-neon (HeNe) lasers as plate address sources during the first half of the '90s, the introduction of infra-red (IR) by Creo and Kodak at Drupa '95 followed by the introduction of violet laser platesetters by Agfa at Drupa 2000.

Following each of these innovations printers have been left bemused and confused by the claims and counter-claims of the merits of each system by the vendors. In a number of cases there has been a question as to whether investing in CtP actually made commercial sense.

In order to meet an unprecedented demand for information by printers and to shed some independent light on the questions that arose with each development of CtP technology, VSM has published a series of 'Practical Guides' to help clarify the printer's thinking when looking at this technology.

These have been received extremely well with a number of international vendors using them as their own aids to help their printer customers understand the elements behind adopting this technology.

The following report is based upon over five thousand personal interviews carried out with printers in North America, Europe and Japan as each market sector has made the transition from analog to digital pre-press. It is the summation of twenty-five years of in-depth discussions with manufacturers, distributors, vendors both on the sales and marketing side, and also on the R&D front.



Specifically, this 'Practical Guide' sets out to enable the print professionals to ...

- make more informed decisions for their company, so that they can continue to remain competitive not only against rival organizations, but also against competing media.
- provide a checklist of the key issues to consider when analyzing the maze of manufacturers' claims and media hype about the various technologies.
- assist in providing practical answers to the question ...

*"When and to what extent should CtP technology be implemented within my company?"*

Presented in a comprehensive, but easy to read form, this 'Practical Guide' examines

*Why Should I be Considering Investment in CtP?*

*What is Computer-to-Plate all about?*

*Investment in CtP – making a decision*

**Barry Happé** – Principal VSM