



***Manhattan's Presstek DI System is  
Absolute State-Of-The-Art,  
Current Technology!***

Unlike some printers using earlier DI models, our press is brand new and offers resolution and color depth reproduction surpassing the Direct Imaging presses of yesterday. Our DI offers tremendous, high-definition quality and depth by using a **300 line-screen** delivering **2,540 dpi**.

We'd be glad to send you printed samples from our current customers that are enjoying the high-quality, high-definition output of our Presstek Digital Imaging system. Below we've provided several questions and answers that will help you get acquainted with this astonishing printing technology from Presstek.

***Why DI?***

Direct Image (DI) printing is changing the way printers meet customers' demands for short-medium run color printing. This proven technology produces high-definition printing.

**Q. What is DI?**

**A.** DI is an acronym for Direct Imaging. A DI press is connected to a Postscript-based prepress system in a similar fashion as a laser printer.

**Q. Why DI?**

**A.** DI effectively provides the quality, quantity and quickness, that print buyers require with tremendous color depth and resolution...300 line screen delivering 2,540 dpi.

**Q. What are the benefits of Direct Imaging?**

**A.** DI enables faster turnaround time, shorter press runs. DI-enabled press technology is a very cost-effective method of printing four-color jobs at run lengths from 500 to 50,000.

**Q. What is the difference between a DI press and digital printer?**

**A.** They are two different technologies. Digital printers, such as HP Indigo and Xeikon products, are toner-based printers that provide copier quality in run lengths of less than 500. DI-enabled presses deliver true lithographic quality--ink on paper in quantities of 350 and greater. Digital printers are limited to the stock that they use, while DI presses

use any stock from onion skin to board thickness within the particular press' specifications. With a digital printer each finished piece has a fixed cost, while DI presses are designed for production printing. DI presses are clearly the highest quality most effective solution for short-medium run color printing.

**Q. What can be printed on a DI press?**

**A.** Anything that can be printed on a conventional press can be printed on a DI press, including postcards, flyers, brochures, mini-posters, sales literature and all general color forms. Any material that requires, or demands, full-rich color, perfect and consistent registration, and flawless coverage should be printed on a DI.

**Q. What level of print quality can I expect from a DI press?**

**A.** Today's DI presses enabled by Presstek DI technology deliver higher-quality offset printing. Today's DI presses easily provide output at 2540 dpi in comparison to the 600 dpi from toner based systems or the 1200 dpi, 175 line screen from conventional offset systems. In comparison to traditional offset printing methods, DI delivers higher quality because the DI production process reduces manual intervention and the number of iterations between the original and finished plate. The instabilities associated with conventional production methods, such as emulsion variances, processor condition, and ages of chemistry, have been eliminated.

**Q. For a DI printer, what is the key feature?**

**A.** Turnaround time is the key benefit of DI printing.

**Q. How does DI printing benefit the environment?**

**A.** Presstek-enabled Direct Imaging eliminates hazardous waste material right up to the final step of printing. Film and chemical processing are eliminated. Since the plates are non-photographic, disposal problems associated with heavy metals are gone, as is the cost. And, since DI is a waterless printing process, fountain and alcohol substitutes are eliminated.

**Q. Are there any special requirements for the designer when using a DI-enabled printer?**

**A.** Printing to a DI press carries many of the same requirements as printing to a traditional press. The designer should start by talking to the printer. Before sending the job to the printer, a designer should make sure they have completed an output form, include all fonts, converted images to CMYK, checked bleed sizes and confirmed if the trapping is handled by the printer or in-house.

**Q. How are the printing plates recyclable?**

**A.** For users of DI presses that use spooled material. Presstek includes a prepaid return-shipment label with each box of plates. Simply, put the used rolls in the box during a plate change tape it up and send it back to Presstek. We will recycle 100% of the polyester

through normal channels and refurbish the spindle. Users, of aluminum based DI plates can recycle the plate through normal aluminum recycling channels.

**Q. Why is the market for DI printing growing so rapidly?**

**A.** The global market has changed dramatically over the last five years. Print buyers are demanding and receiving high quality, short-run, fast turn around, color printing. The market is also growing rapidly to meet the requirements of just-in-time inventory, smaller and more targeted campaigns, and to meet the demand of fragmented markets.