



MARKET DATA PROGRAM 2009 REPORTING CATEGORIES

**NPES Member Services Department
July 2009**

NOTE: CATEGORY CHANGES/UPDATES APPEAR IN BOLD ITALICS IN THIS LISTING.

01/02. IMAGING AND PREPRESS EQUIPMENT, SYSTEMS AND SOFTWARE

Section 01 to report dollars; Section 02 to report units

C. DIGITAL PROOFING DEVICES

Devices which create hard copy color proofs using electronic/digital input.

C2b. Ink Jet *Ex: Epson Stylus Pro 7000, Iris Realist*

C2c. Half-tone and Other *Ex: KPG Approval, Fuji FinalProof, Creo Spectrum*

D. IMAGESETTERS (CAPSTAN & DRUM)

Machines capable of producing typeset material using photographic, electrographic or laser based technology.

Capstan: A capstan or flatbed laser based device capable of setting text and/or halftone images on photographic paper, film, or other electrophotographic material. Devices intended for imaging polyester plates should be reported in category 01/02H. *Examples: Linotype L330, AGFA Accuset 1200, Verityper 4300, Screen Katana*

Drum: A drum laser based device capable of setting text and/or halftone images on photographic paper, film, or other electrophotographic material. *Examples: AGFA Avantra 44, Fuji Sumo, Heidelberg Supersetter, Heidelberg Supersetter A*

E. FILM/PAPER/POLYESTER PROCESSORS

This class of products includes self-contained electro/mechanical units used to stabilize, develop (by solution or heat process), fix wash and dry graphic arts film/paper/polyester. Contains chemical tanks with a transporting system to convey photo material through washing and drying chambers. (Shipment data excludes low cost paper stabilization processors.) *Examples: LogEtronics, Glunz & Jensen, Development Technologies, Agfa*

Rapid Access/PTS Processors, Off-Line Processors, Off-Line (New) – Stand-alone film, paper, or polyester plate processor with no direct connection to an imaging device, i.e. Imagesetter, Scanner, Plotter, etc. *Example: DEVOTEC 20, Multiline 550, Rapiline 28*

Rapid Access/PTS Processors, Off-Line Processors, Off-Line (Rebuilt)

Rapid Access/PTS Processors, On-Line Processors, On-Line (New) – Film, Paper, or polyester plate processor containing an integrated film transport device for direct connection to an imaging device, i.e. Imagesetter, Scanner, Plotter, etc. or a film or paper processor which does not contain a transport device but has been modified and adapted for direct connection to an imaging device. *Example: DEVOLINK, Avantra 44, Glunz & Jensen On-Line Systems.*

Rapid Access/PTS Processors, On-Line Processors, On-Line (Rebuilt)

G. PLATESETTERS – METAL

Laser recording devices that image plates for use on press. Includes internal, external, and flatbed recorders. Includes thermal devices used primarily to image plates using infrared (thermal) wave spectrum to create the image on the substrate being used in the devices. Includes all visible light devices, especially violet.

G1. Up to 4

G2. 8 Up

G3. Above 8 Up

H. PLATESETTERS – NON–METAL

Prepress direct to plate devices commonly referred to as platesetters and primarily used for digital imaging of both polyester and paper plates. Platesetters that are capable of imaging film in addition to offset plates but are sold primarily as platesetters should be reported in this category and no longer reported as Imagesetters.

J. PLATE PROCESSORS

Electro/Mechanical devices that develop and/or harden image or printing plate so that they are ready for use on press.

J1. Presensitized**J3. CTP Processors****L. OTHER EQUIPMENT (DOLLARS ONLY, INCLUDES PLAIN PAPER OUTPUT DEVICES, MASK GENERATION DEVICES)**

Miscellaneous prepress products not elsewhere classified. Samples are provided below.

Color Scanners (Drum & Flatbed): An electronic scanning device used to make (screened) separated films from hard-copy continuous tone photographs and black and white line drawings and logos. Examples: Crosfield Magnascan, Screen Scanagraph. Please include color scanner peripherals and black and white scanners including peripherals in category 01/02L – Other Prepress Equipment.

Analog Proofing Devices: Devices which create hard copy color proofs using film separations as input. *Examples: DuPont Cromalin, Imation Matchprint*

Dye Sub: Example: Imation Rainbow

Densitometers/Colorometers: Devices that measure the density of color saturation or dot coverage of photographic chemicals.

Plain Paper Output Devices: Devices that merge text and graphics electronically. Examples: Linotype–Hell Laserwriter, AGFA CG–3400 PS, Linotype–Hell Color Printer 30, Canon, Calcomp

Mask Generation Devices: Devices that produce masks from material such as sketches, mechanicals and line negatives for use in a conventional stripping operation. Can also be interfaced to digital page makeup devices. Include tint generating devices. *Examples: Screen Cadograph, Krause ELMEC and Mask–O–Mat System*

Fonts: All fonts used in conjunction with text composition including digitized type.

Color Scanner Peripherals: *Peripheral* equipment to support color scanner operations. Includes: Previewers, Set Up Devices, and Other Color Peripherals (includes such things as interfaces). *Examples: Screen AI–678, Screen ST–90, Hell Chromaset*

Black and White Scanners (Including Peripherals): An electronic scanning device used to screen black and white hard copy elements. Output can be film, RC Paper or digital piquals. *Examples: SF323PU, ECRM Autokon 2030, Screen SF 323, ECRM Autokon 1030*

Optical Cameras: Mechanical or electro/mechanical devices, utilizing a lens, copy–holders and photographic material holders, which are used to expose, copy, enlarge, reduce or accomplish other photographic functions.

Digital Electronic Imaging Systems Components And Elements: Components or elements of electronic computer systems used to input, modify and/or create copy elements and

plot separated film as a final product. Includes Workstation, System Elements and Software.

Workstation and System Elements: Includes workstations, CPUs, monitors, tape drives, and other workstation and system elements

Software (Stand Alone/Desktop):

Page Layout: Digital production and assembly pages, reducing time and necessity for manual stripping. Manipulation and placement of text, design elements and images is essential. *Examples: Quark Express, Pagemaker, Ventura Publisher*

Imaging: The editing, manipulation and color correction of digital images. Used largely for production purposes, however, design capabilities are a necessity as well. *Examples: Photoshop, Live Picture, Altamaira Composer. *Not to be confused with high-end systems such as Creator, Wright Tech. Contex, etc*

Illustration: Digital creation of graphic elements including logos and illustrations (more design oriented). *Examples: Illustrator, Freehand, CorelDraw*

Other (includes trapping, imposition, and color management software): Other key elements in the digital production process including trapping, imposition and color management.

Trapping: The creation of overlaps, 3rd colors and overprints to eliminate unwanted white space caused by press mis-registration. *Examples: Trapwise, Trapper, Full Auto Frames*

Imposition: The digital stripping of printer and reader spreads maximizing output. *Examples: Impostrip, Presswise*

Color Management: The calibration of monitors with output devices and subsequently press and paper conditions allowing for color matching from design to final output to print.
