



CREATING NEW PRINTING SEGMENTS THAT HAVE NEVER EXISTED BEFORE

SUBMITTED BY KEMTEK PRINT SOLUTIONS

Scodix, a leading provider of digital enhancement solutions for the graphic arts industry, is introducing a number of product launches for drupa 2012. Along with new size versions of its popular Scodix Digital Presses, it is introducing a unique new glitter eye-catching impact with the Scodix Rainbow™ station and providing a radical new approach to the production of Braille for the blind and visually-impaired users with the new Scodix Inkjet-Braille™.

SCODIX RAINBOW™

Scodix Rainbow is the world's first digital inkjet glittering station. The Scodix Rainbow prints glitters on selective areas, creating a sparkling, shiny experience that brings the glamour of glittering in graphic communications to digital printing. Scodix customers are able to offer the Scodix SENSE™ with and without Glittering, and create an impact that was never offered before with a digital device. Scodix Rainbow is a dedicated station, attached to a Scodix 'S' digital press. The Scodix Rainbow station's physical position is after the Scodix 'S'

printing engine, and before the stacker.

The Scodix Rainbow works in a 'waterfall' concept, the glittering powder falls on a surface with areas covered in 'glue'. The glittering powder then sticks to the glued area and the rest of the glittering powder is vacuumed back to the glittering container and is re-used. The 'glue' in the Scodix case is the clear Scodix polymer.

To support Scodix customers, the Rainbow station is designed to work with standard market glittering powder available in every local area. Customers do not need to purchase the powder from Scodix.

Scodix Rainbow appeals to PSP's using offset sheet-fed presses, high-end digital presses and shops using Screen printing lines that already use glittering in their workflow.

THE SCODIX RAINBOW TARGET MARKETS ARE DIVIDED INTO TWO CATEGORIES –

1. Existing print service providers that are offering glittering today.
2. Print service providers are searching for new applications, who the Scodix Rainbow is an enabling technology.

Scodix Rainbow expands print service differentiation by offering new and exciting possibilities to customers.

- Photo albums and other W2P applications.
- Greeting cards and event invitations.
- Packaging – kids game boxes, Premium promotional marketing items.
- Business cards, gift cards.



- Book covers including children's books.
- School materials – calendars, school diaries, notebooks.

The Scodix Rainbow supports VDP (Variable Data Printing) with an easy setup process.

The Scodix Rainbow station is offering a different, unique solution that opens many new opportunities to print service providers. It is first of all a differentiating factor and added value for all printing communication materials. There is nothing like the Scodix Rainbow in the market.

SCODIX INKJET-BRAILLE™

With their Inkjet-Braille™ technology, Scodix is the first inkjet technology provider to offer the ability to create Braille printed materials for the commercial and packing industry. Scodix contributes towards improving the lives of the blind and the visually impaired communities in ways that many of us take for granted. Reading wedding invitations, medicine packages and magazine adverts are ordinary every day activities that can now be easily achieved and enjoyed. Furthermore, with the Scodix Inkjet-Braille™ technology, they can now feel the shapes and elements that could only be described to them in words until today.

The Scodix Inkjet-Braille™ technology can be applied to academic, schools and children's books. Scientific elements, shapes such as triangles, and animal forms can now be created in a raised format, allowing the blind and visually impaired communities to connect the shapes to the names through their sense reading.

Scodix Inkjet-Braille uses the Scodix UV inkjet technology to print Braille with the Scodix proprietary PolySENSE in a precise and accurate dot position based on its patented optical guidance camera based system. This solution can print up to 250 micron high dots in variable thickness, protecting the material from damage. A variety of gradations, densities and texture can be applied to the same print to easily perform both one-sided and double-sided applications.

Unlike regular Braille, the letters and shapes created through Scodix stay raised at the same height, never flatten and are easy to sense read. With the ability to imprint Braille on a variety of materials (from 135gsm papers to folding cartons up to 675gsm/30 point), Scodix Inkjet-Braille is suitable for a wide variety of commercial, marketing and packaging applications.

Scodix's digital technology brings Braille enhancements in-house in a very simple and cost effective way. Scodix Inkjet-Braille is printed easily from simple PDF files. Using the Image Editor tool developed by Scodix, pinpoint accurate editing of the 5th separation can be performed directly on the printer's user interface without the need to return to the designer, saving both time and money.



OUR MISSION IS TO LEAD PRINT ENHANCEMENTS INTO THE DIGITAL AGE WITH OUR COMMITMENT AND PASSION...



Supporting single copies, short runs, barcode and VDP, Scodix customers are now able to reach their blind and visually impaired audience with minimal extra cost or effort.

The Scodix Inkjet-Braille is achieved on the Scodix S series of products by a print mode designed specifically to support the Braille letter and graphic elements, needed for blind people to read.

The best materials to use when printing Braille are those that have surface tension below 31 dyne/cm and minimum absorbing characteristics and those without sticking out fibre or textures to allow the Scodix Clear Polymer to 'Stand Out' of the paper as much as possible.

SCODIX INKJET-BRAILLE MAIN ADVANTAGES:

- 1. Always remain high**
Traditional Braille letters are created today by punching the paper and deforming it. Over time the dots get flat making it hard to feel the punch - so blind people can't read them anymore. The Scodix clear polymer is a very strong material and will remain standing over the page for many years.
- 2. Create elements and shapes**
With Scodix Inkjet-Braille technology it is easy to draw raised shapes for the blind and partly sighted people to feel. School books are able to include shapes of countries in geographical maps, or shapes of circles and squares in geometry books. The world of kids is enriched with the Scodix Inkjet-Braille and Scodix SENSE.
- 3. Braille for short runs**
A cost effective, in-house solution, with the Scodix Inkjet-Braille everyone can have Braille letters on their printed jobs – in every run length. Menus, greeting cards or

wedding invitations can have Braille letters. A book or a business report cover can have a personalised name in Braille. Now even magazines are able to provide information to the blind community with minimum extra effort by using the Scodix Inkjet-Braille option. Scodix Inkjet-Braille also works with a barcode and supports VDP with easy setup process.

4. Variety of materials

Scodix has the ability to imprint Braille on a variety of materials – from 135gsm papers to thick folding cartons up to 700gsm. Scodix Inkjet-Braille is suitable for all commercial applications such as books, brochures, folders, and book covers, as well as for packaging applications such as pharmaceuticals boxes, marketing promotional items and more.

5. Printing on both sides of a paper

With the Scodix Inkjet-Braille it is possible to print on both sides of the sheet without any influence of the print on the other side, or the paper itself.

Kobi Bar, CEO and Founder of Scodix said, 'Our mission is to lead print enhancements into the digital age with our commitment and passion to continuously provide our customers, and in turn their customers, with what they need most. Since Scodix's enhancement products are modular and their new features are add-ons that can be fully integrated into customers' existing Scodix systems, print service providers can easily and cost-effectively provide the ScodixSENSE™ experience on the majority of graphic art requests.'

www.scodix.com, www.kemtek.co.za

White papers on new technology can be submitted for publication to editor@practicalpublishing.co.za and may be edited for length and clarity.