

Repère : LVE4/An

SESSION 2003

Durée : 2 H

Page : 0/2

Coefficient : 3

BREVET DE TECHNICIEN SUPERIEUR
COMMUNICATION GRAPHIQUE ET PRODUCTIQUE GRAPHIQUE

EPREUVE U2 :

ANGLAIS

EVERY PAGE AN ORIGINAL

Be it mailings, brochures or newspapers: digital printing on demand opens up new market opportunities. Short runs in color or black and white, with up-to-the-minute, variable content and personalized customer address, are the winning features.

Time is running out. The job has to be done in a few hours. A major chemical corporation needs 10,000 copies of a brand-new four-pager tomorrow and the quality has to be high because you want to make a good impression. A scenario like this is no problem for the people of Baier Digitaldruck. The Heidelberg-based firm does the job on a Digimaster overnight, from Thursday evening to Friday morning. The press rapidly churns out one page after another. Since "time is money", customers with pressing requests are perfectly willing to dig a little deeper into their pockets once in a while. Their main concern is to meet their tight deadlines. Customers occasionally pay more than twice the usual page price for rush orders.

Digital printing is particularly attractive for short runs in color or in black-and-white, like when a company orders conference materials for a specific number of participants or color brochures with the latest facts and figures for their trade show. Using professionally processed digital data, the exact number of copies needed can be printed on demand (and finished right away): instead of the 500 copies the customer would

normally have to buy – because it otherwise wouldn't be worth it – he gets precisely the 127 copies he really needs. No more, no less. Storage costs for surplus copies are eliminated. Moreover, the cost of the films and printing plates required for conventional printing can also be saved. [...]

One of the main advantages of digital printing is the production of personalized products with variable content. A modified or new image can be generated with every turn of the printing cylinder (exposure takes place right inside the press in this "non-impact" process). This results in totally new opportunities, especially for customer mailings: not only is the address field variable, all other content, such as the illustrations or entire blocks of text in the cover letter, is also flexible. "One-to-one marketing", tailored to the individual customer, thus goes way beyond the standard method of personalization of just addressing the customer by name. The range goes from simple variations, such as highlighting customer-relevant information in color, all the way to radical "versioning" or "customizing" (content geared to a target group or individual person). This makes it possible for department stores or

mailorder companies to specifically address the buying habits or personal preferences of consumers.

Digital processes also make it possible to print right at the point of sale. The newspaper *Direct of Vancouver*, for example, is setting up printers in hotel chains all over the world and having them operated by hotel staff. The vending machines developed jointly by the Dutch PEPC company and IBM function in a similar manner. At the push of a button, they spit out a smaller version of the selected newspaper, page by page in black-and-white. The price – roughly three dollars – is charged to your credit card.

With the help of modern satellite technology, digital (newspaper) data can even be transmitted to "moving targets". The MS Europa cruise ship has the necessary digital printing systems on board and prints a variety of different newspapers on demand every day. A nice service for passengers who would not like to miss their favorite newspaper even on the high seas. [...]

Print Process, October 15th 2001

EVERY PAGE AN ORIGINAL

TRAVAIL À EFFECTUER

- 1 - Rédigez **en français** un compte-rendu du document proposé (180 mots \pm 10 %). Indiquez en fin de travail le nombre de mots utilisés. **8 points**

- 2 - Traduisez **en français** le passage grisé . (depuis la ligne 36 "Using professionally..." jusqu'à la ligne 52 "...can also be saved"). **4 points**

- 3 - Répondez en **anglais** aux **deux** questions suivantes :
 - 3.1 To what extent can we say that the digital technology is keeping up to date with the needs of customers?
60-80 words. **4 points**

 - 3.2 The obligation for the Graphic Arts Industry students to integrate a placement in industry abroad into their studies is under discussion. What is your opinion on that issue?
60-80 words. **4 points**

L'USAGE DU DICTIONNAIRE PAPIER BILINGUE EST AUTORISÉ