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FOR IMMEDIATE RELEASE

PRESS RELEASE

Digital Printing in China - The Digital Dragon Awakes

Attendees at IMI recent Digital Printing Week in Lisbon heard two keynote presentations on China from leading digital market experts Web Consulting and piezo ink jet printhead manufacturer, Xaar plc.

Stewart Partridge, Managing Director of Web Consulting, which recently opened an office in Shanghai, shocked the audience with some staggering statistics. Stewart revealed that, with over 1 million billboard sites, China is the world's largest outdoor advertising market and already has an installed base of machines 30% higher than that of the US. These machines produce print 24 hours a day, seven days a week. Stewart predicted that the existing installed base of 700 machines has the potential to grow 4-6 times very rapidly. Grand format printers also sell for \$40-100,000 making them about 40% cheaper than machines imported from the West. The consumables market is also very aggressive with solvent ink being sold for a little as \$8/litre – although Stewart predicts that the market will stabilise around \$10-20/litre putting it closer in line with traditional screen inks.

Most of the domestic manufacturers in China are using Xaar printheads and David Frew, Printhead Product Manager of Xaar plc, added more detail about specific companies producing grand format and wide format devices. An important market for Xaar, Chinese customers are buying both the well-established XJ128 heads and also the newer XJ500 heads.

Who's Who in China – An Introductory List of Wide and Grand Format Manufacturers

Manufacturer	Model
Duo Tian	DT3500S
Infiniti	FY6180
JinHengfeng	3504 & Vista 3204
Runjiang	Azero 'Creon'
ShenYang	SkyJet 3316; 3308; 3324; 3300
Shanghai Teckwin	3200/D
Yaselan	YSL-D3500; 3524; YSL-S8
Shenzen Runtianzhi	Flora
Beijing Union Gaoxin	REX-6200

Other players include Hangzhou Honghua, Beijing Century, China Pioneer, Ke Ling, Sky Air-Ship and Ningbo Sunny.

So does China represent a threat of an opportunity? Stewart Partridge believes that China will become the world's #1 market for printed advertising and posed the final crucial question – Has your company got a strategic plan which takes into account developments in China?

ENDS

High-resolution photographs (300 dpi RGB JPEGs) to accompany this news release are available for download on the IMI web site www.imieurope.com



Stewart Partridge
Managing Director, Web Consulting



David Frew,
Product Manager, XaarJet Ltd

About IMI

The Information Management Institute runs the largest and most comprehensive conference and seminar programme in the digital printing industry. Each year over 2,000 industry technical and management personnel from over 600 companies attend around 20 events covering all forms of digital printing.

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