



IMI Europe Limited
2 Manor Farm Milton Road
Impington Cambridge
CB4 9NF
England

Telephone +44 1223 236920
Fax +44 1223 235901
Email sales@imieurope.com

3 May 2005

FOR IMMEDIATE RELEASE

PRESS RELEASE

Ink Jet Integration – Is “Coopetition” the Way Ahead?

At the IMI Ink Jet Developers Conference, which took place in Geneva from 20-22 April, a new word was introduced – ‘coopetition’ – the combination of *cooperation* and *competition*.

Speaking about the role of the industrial ink jet integrator at one of the keynote sessions, to an audience of over 150 ink jet system developers, Marco Boer of IT Strategies estimated that over \$4.5bn is spent each year by MACs (Market Access Companies) on contract industrial ink jet integration.

Twenty or thirty years ago, a single company could develop technology, build it into a functional system and often sell direct to the end user in an integrated process. However, today the picture is far more complex and volatile with layers of manufacture and system integration, marketing and distribution (see fig. 1). “The winners today increasingly are those who are best at positioning, who know their market, who get the timing right, but above all the winners find partners to help put all the pieces together” explained Marco Boer, adding that “the secret to success is ‘coopetition’ - a mixture of cooperation and competition.” Only by sharing technology and expertise and working together will the industrial ink jet market achieve its full potential. Clearly the successful and most innovative companies have implemented such partnership programmes.

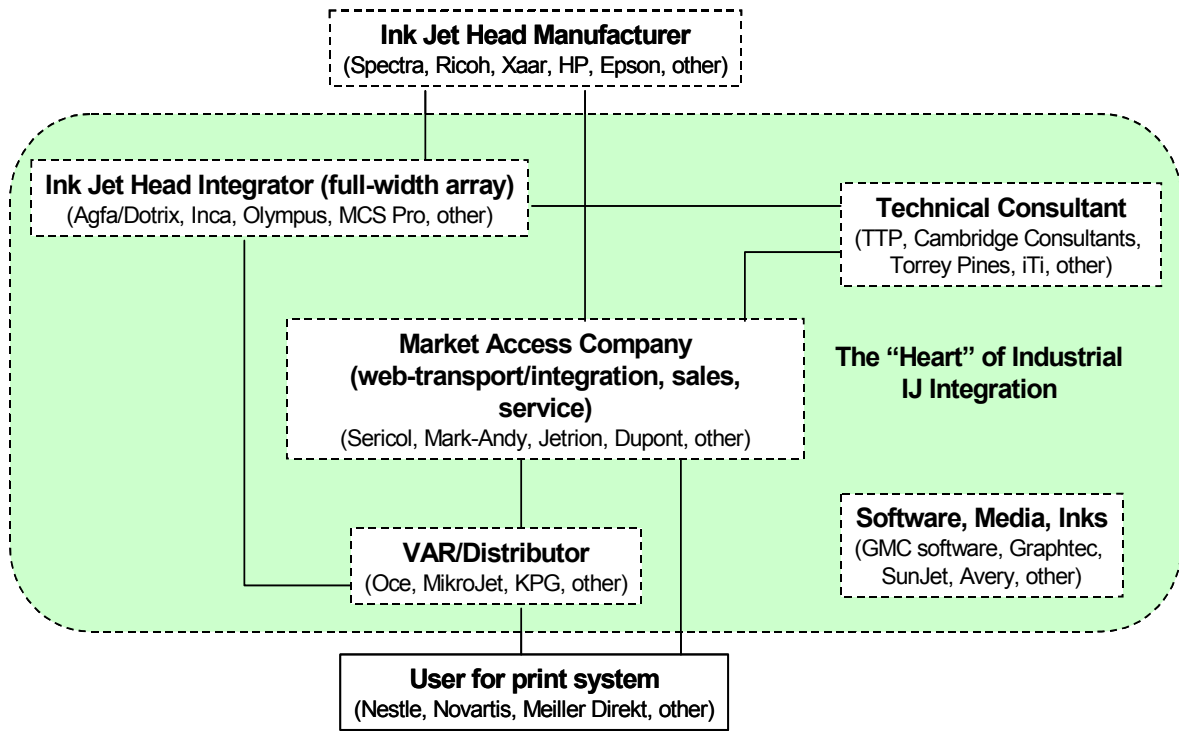


Fig.1 – The Role of Industrial Integrators

Source: IT Strategies

IT Strategies estimates that there are well over 140 industrial ink jet integration companies worldwide, but 60% have revenues of less than \$20million leading to a fragmented, regionalised and often highly customised market. This market for integration is growing at between 10-20% per annum and several key players participated at the IMI event in April.

Paul Morgavi, Managing Director of leading French integrator Impika discussed how system developers can best work with integrators. Impika, like Jetrion, iTi and many others also produces systems for commercial implementation. Often these devices are used for highly customised applications. For example, Impika's IPSX-321A system for calendar overprinting or the IPS X-628 for object personalisation, such as printing images on packs of pencils for sale as souvenirs in museums and art galleries.

Xennia described itself as 'the world's first one-stop ink jet solutions house' and premiered its new XenJet branded integration and instrumentation products by hosting an evening cruise on Lake Geneva for all conference attendees. Alan Hudd, Xennia President & CTO commented, "Xennia began life as an ink jet formulations house, but the last few years have seen the company increasingly developing full turnkey solutions, including ink and integrated production printers. XenJet is the next logical step for us. It realises our ambition to be the world's first one stop ink jet solutions house." XenJet systems dispense decorate, coat, process and manufacture using ink jet technology – systems available include the XenJet



5000 coating & decorating engine, the XenJet 6000 reel to reel narrow web printing system and the XenJet 4100 for materials deposition.

US-based integrator Imaging Technology International (iTi) brought one of their XY Material Deposition devices to Geneva to demonstrate to ink jet developers in the exhibit area and was delighted to sell the unit during the conference. The XY MDS operates with Spectra printheads, has an optional UV curing extension, and is one of a range of reel to reel and flatbed products available from this rapidly growing integrator.

Fcubic or F3 standing for Free Form Fast is a new integrator from Sweden, offering a rapid prototype development device. At the IMI event, F3 introduced the t20, which builds three-dimensional objects in a ceramic material, enabling companies to assess product designs without the expense of tooling.

The IMI Ink Jet Developers Conference 2005 was the fourth in this annual event, which focuses on bringing key industry suppliers and product developers together. This year over 150 system developers attended from 24 countries. Next year the IMI Ink Jet Developers Conference will be held in Las Vegas, USA.

ENDS

PHOTOS

- Marco Boer, Consulting Partner – IT Strategies
- Bruce Morgan, CEO – Imaging Technology International
- Paul Morgavi, President & CEO – Impika

High-resolution images are available for download from the Press Centre on the IMI web site www.imieurope.com



Marco Boer, Consulting Partner - IT Strategies who discussed the role of the integrator in his keynote presentation.



Bruce Morgan, CEO – Imaging Technology International (on the left) with the Material Deposition System sold during the IMI Ink Jet Developers Conference in Geneva.



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.

Contacts

Mike Willis, Managing Director, IMI Europe. Telephone: +44 1223 235900

Email: mike@imieurope.com Web: www.imieurope.com