



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

FOR IMMEDIATE RELEASE

## **PRESS RELEASE**

### **Surprising revelations at IMI's Ink Jet event**

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According to Bill Baxter, MD of Inca Digital, being in the ink jet industry is 'probably the most fun you can have with your clothes on!' Speaking at IMI Europe's Ink Jet Developers Conference in Amsterdam recently, Baxter's keynote presentation was a highlight of the event, which attracted over 180 ink jet system developers from around the world to listen to presentations from over 30 ink jet technology suppliers.

Baxter reviewed the last two years of Inca Digital offering advice to future product developers based on the lessons they had learned themselves, which included:

1. Getting funding takes longer than you think
2. Nobody believes your business plan (they are proved correct)
3. Your best ideas come from customers
4. Spend most of your day listening
5. Value of the business = SUM of the quality of your staff
6. You will not achieve your target quality at your target speed
7. Luckily you can not define your target quality
8. Don't even pretend to have strategy

Baxter added that apart from financing, being an ink jet product developer is a 'wild ride with thrills and spills,' and clearly motivated the audience of potential developers.

With ink jet being used for applications as diverse as wide format graphics to 3D modelling, and printed circuit boards to ceramic tiles, the IMI event was designed to help industry players learn more about ink jet and how the technology could be applied to their business. Using a photograph of his own office desk, Mike Willis, Managing Director of leading digital printing consultancy Pivotal Resources, told a capacity audience that virtually everything we could see could be (and in some cases already is) ink jet printed – CD, mouse mat, keyboard, beverage can, spectacles case, cell phone cover, business cards, even the PC monitor screen and vinyl laminate of the desk itself.

The latest developments in ink jet printhead technology were presented by the leading industrial printhead developers - Ink Jet Technologies, On Target Technologies, Spectra and Xaar. Reflecting a major trend in the industry today, UV curable inks and peripherals dominated the event, with over half the presentations. Several vendors used the conference as a platform to announce new products and technology advancements.

After over four years in development Xaar announced that their Wide Array Printhead Technology (WAPT) would start commercial 'Alpha' testing in June 2002. With an apparent resolution of 1,500 dpi (360 x 360 dpi with 8 levels of greyscale) and the ability to fire aqueous, oil, UV curable, solvent and phase change inks, WAPT is targeting packaging, industrial and corporate printing applications.

Ian MacGregor, Director of Marketing at Xaar, compared the conceptual Xaar Press 8 with Xerox's IGen3 giving some startling numbers. With eight 10.5" printheads, the Xaar Press 8 will be 140% faster than IGen3 at 240ppm, have a 90% smaller footprint, cost 90% less at approximately \$54,000 and offer photographic quality output.

Xaar wasn't alone in choosing to make a major announcement at the event. Amongst the numerous UV technology suppliers was Integration Technology who launched their compact and lightweight UV curing lamp – the SubZero 020. Displaying the new unit in the palm of his hand, Adrian Lockwood, Application Director, said that the 0.6Kg device was the first device truly suitable for mounting on scanning ink jet printhead systems.

And finally, whether it's Drupa or the World Cup, no major event these days is complete without a song. At the IMI Developers Conference this was supplied by UV curing equipment vendor GEW with the 'Ink Jet Blues' but given the state of growth in this industry there isn't much to be blue about!

IMI's next Ink Jet Developers Conferences will be held in Scottsdale, Arizona USA in February 2003 and back in Europe Spring 2004.

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High-resolution photographs (300 dpi RGB TIFFs) to accompany this news release are available for download on the IMI web site [www.imieurope.com](http://www.imieurope.com)

## 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](mailto:mike@imieurope.com) Web: [www.imieurope.com](http://www.imieurope.com)



Bill Baxter, MD of Inca Digital gave the highest rated keynote



Adrian Lockwood, Applications Director of Integration Technology, with their compact and light-weight UV curing lamp



Mike Willis's desk top – everything on it can be digitally printed



Alan Mills of GEW performs the 'Ink Jet Blues'

## **Lyrics to the Ink Jet Blues**

Written & performed by Alan Mills of GEW

I woke up this morning  
Had the ink jet blues  
I woke up this morning  
All I had was bad news  
Had a problem with my ink  
Yeah it wasn't drying  
Well I felt so bad  
I almost started crying

*I got the ink jet blues  
And I don't know what to do*

I woke up this morning  
To see what I could get  
I asked IMI  
They said you'd better try ink jet  
So I went to the conference  
I spoke to Spectra & Xaar  
Cause when it comes down to it  
These boys are going far

*I got the ink jet blues  
And I don't know what to do*

Went to Amsterdam  
To change my luck  
Went into Amsterdam  
What I needed was a ....good UV lamp  
So I went window shopping  
To see what I could get  
I saw many nice things  
But I haven't decided yet

*I got the ink jet blues  
And I don't know what to do*

I went into a café  
To have a cigarette  
The guy behind the bar  
Said you haven't tried this one yet  
So I had a little smoke  
For some reason I felt much better  
All of a sudden my ink jet problems  
Well, hey man they felt much better

*I got the ink jet blues  
And I don't know what to do*

Talk to GEW yeahhhhhh.....