

Smart Print Shop – ready for a digitized world

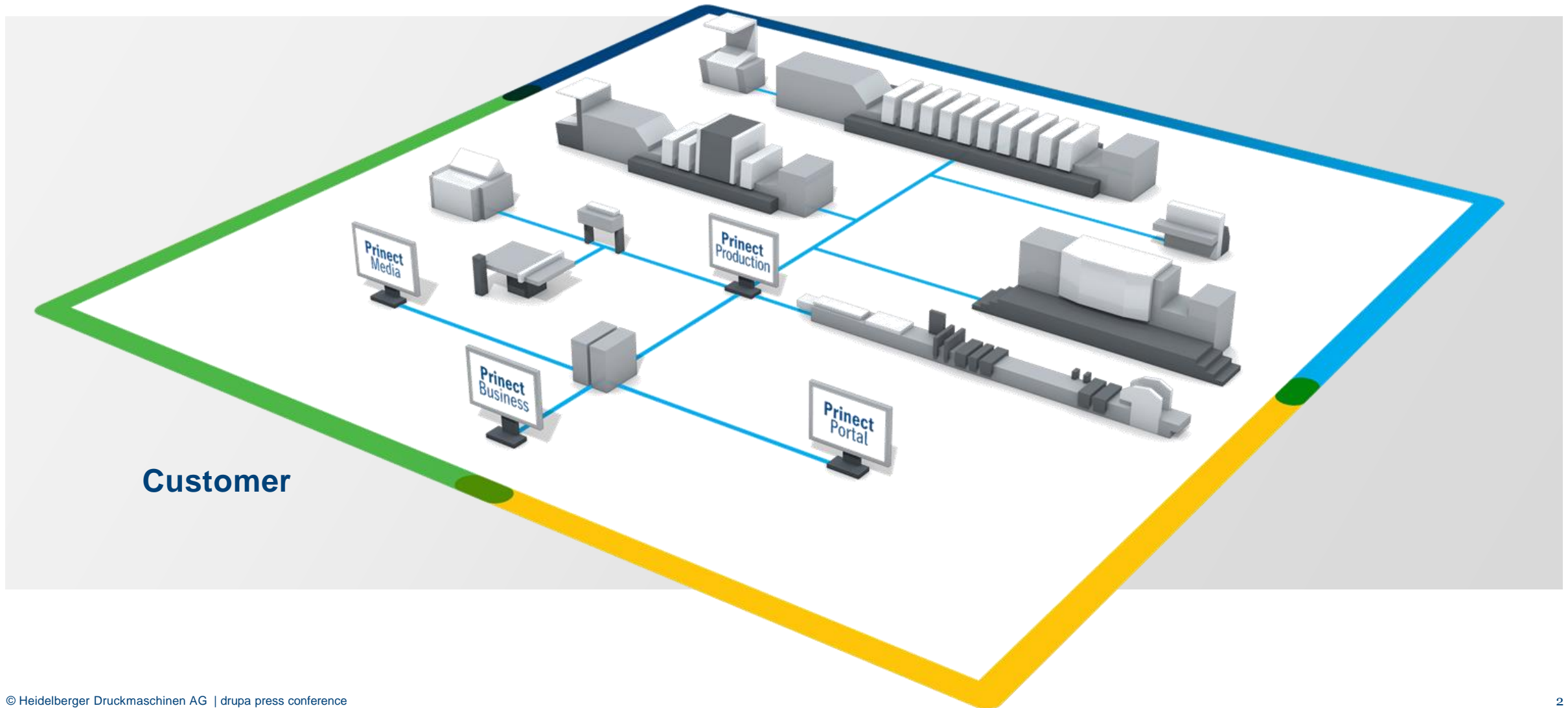


drupa Press Conference

Stephan Plenz | Düsseldorf, May 30, 2016



Smart Print Shop. Integration is key.



Daily challenges of our customers.

Business innovation and operational excellence.

Business Innovation

- New business models
- New applications
- New customers
- New products
- New services

“New” is not enough. Key is economics by industrialized digital printing.

Operational Excellence

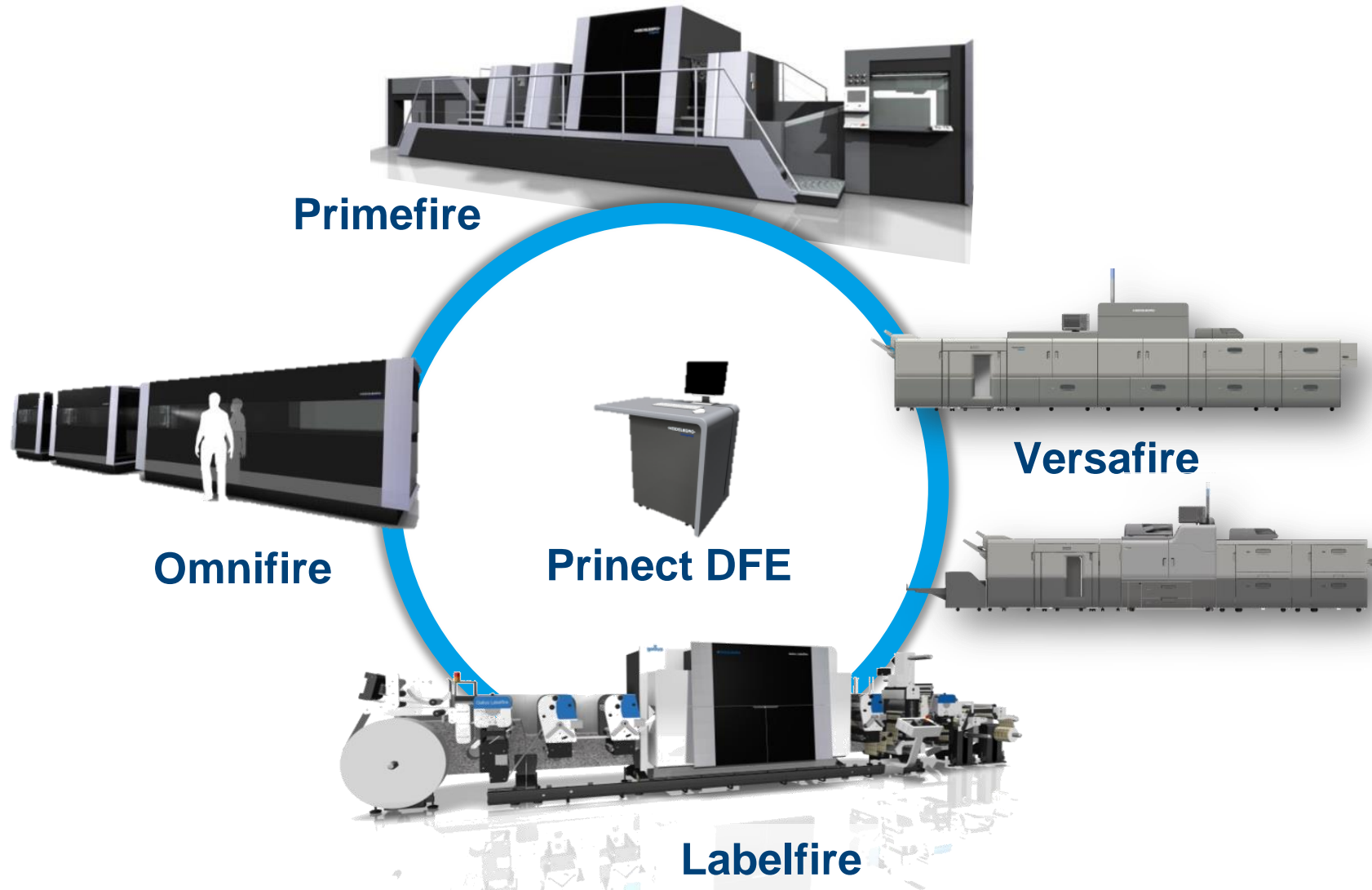
- Existing services
- High automation and net output
- Integration and process automation

“Feature – Function – Benefit” is not enough. Overall equipment effectiveness (OEE) is key.



Print Shop Manager

The new Heidelberg digital portfolio. The “fire” products.



Heidelberg world premiere. **Launch of Primefire 106.**

The new Heidelberg Primefire 106 powered by Fujifilm inkjet technology offers

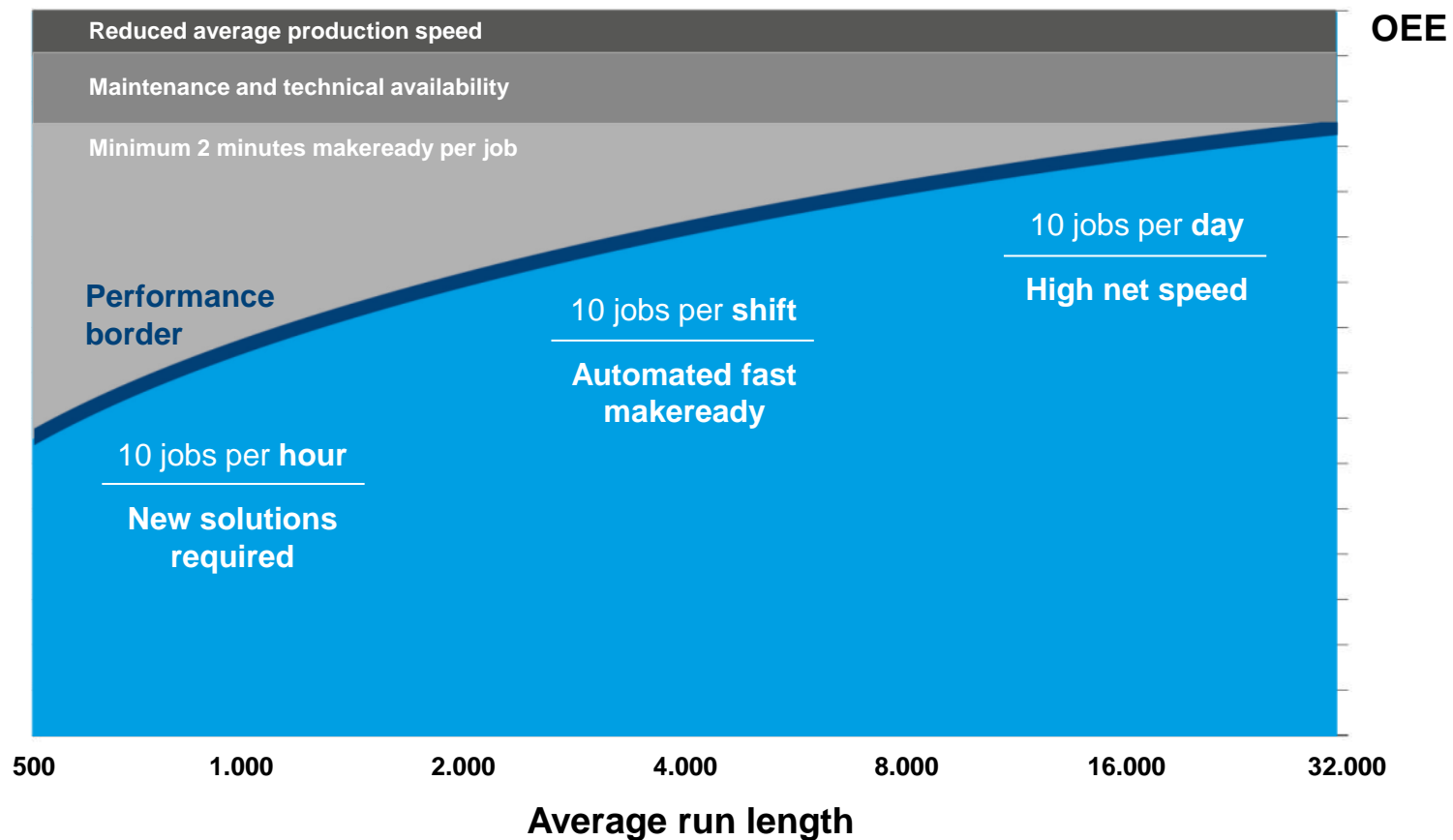
- Reliable industrial digital production in B1 size
- New attractive areas of business and innovative business models for growth
- High flexibility for packaging and commercial printing to meet the needs of today's brands
- Individualized and personalized printing
- Seamless integration into existing production workflows





Operational excellence. The requirements have changed.

New way of thinking required.



Operational excellence.

We have to change our mindset.

Paradigm change:

Process runs autonomously.

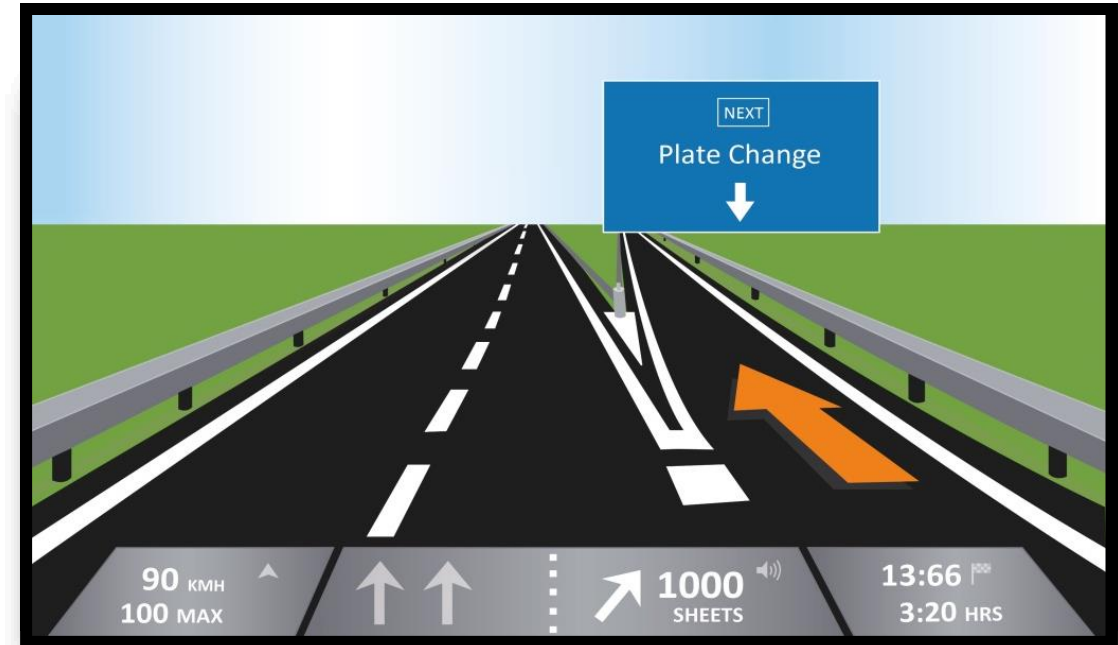
We only interrupt if necessary.

Push to Stop



Operational excellence – for packaging printers.

Unique navigation functionality.

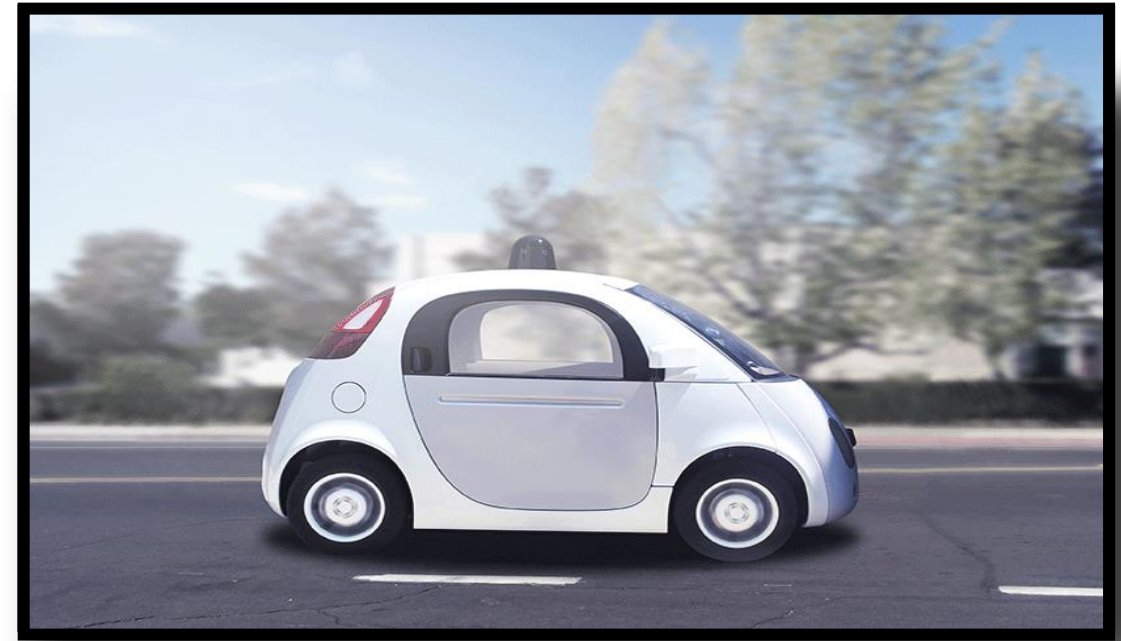


New Intellistart 2 with Intelliguide

- Calculates the fastest makeready strategy
- Guides the operator through the individual steps on the press

Operational excellence – for commercial printers.

Unique autonomous printing functionality.



New Intellistart 2 with Quality Assist

- Executes autonomously the fastest makeready strategy
- Operator-independent and predictable



Operational excellence. New-generation Speedmaster.



35x50



50x70



100x160



70x100



Operational excellence.
New Speedmaster XL 106.



Operational excellence.

New Speedmaster XL 106 – peak performance redefined.

Industrial print production at revolutionary performance level

- Cyber-physical system fully integrated into digital workflow
- Outstanding automation with new simultaneous makeready functions
- Unique Intellistart 2 enables navigated and even autonomous print production

