FLAAR Reports What's New from: Japanese Printer Manufacturers

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FLAAR Reports

What's New from: Japanese Printer Manufacturers



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Comments

Mimaki had the most diverse range of applications, though most were from the UJV- printer that was not displayed. Instead they displayed the newer tabletop model.



Mimaki booth at Japan Shop 2010.



Mimaki table-top model.

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The largest and most popular booth was that with the Esko Kongsberg cutters.

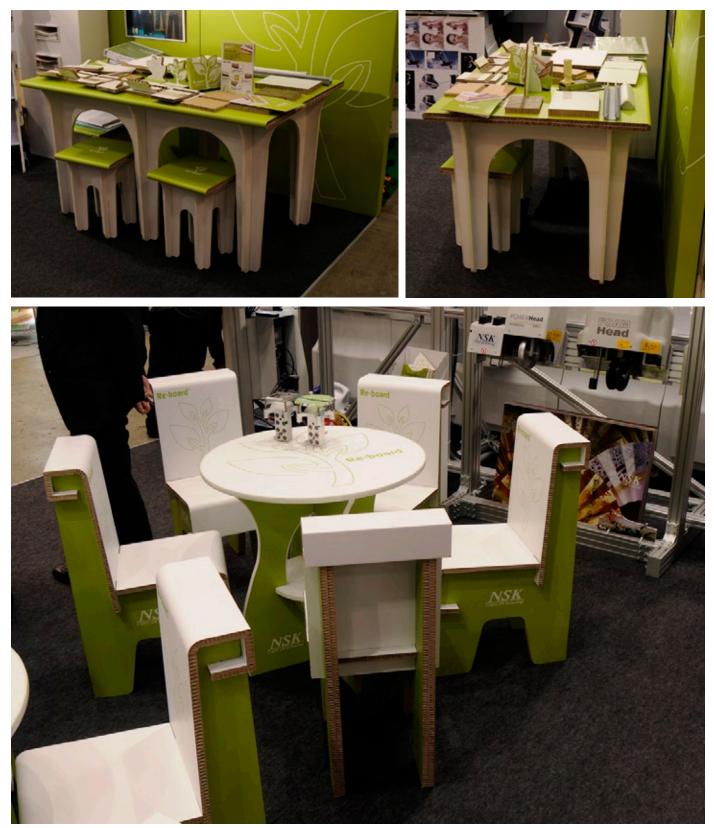


Esko Kongsberg i-XE10.





Esko Kongsberg cut samples.



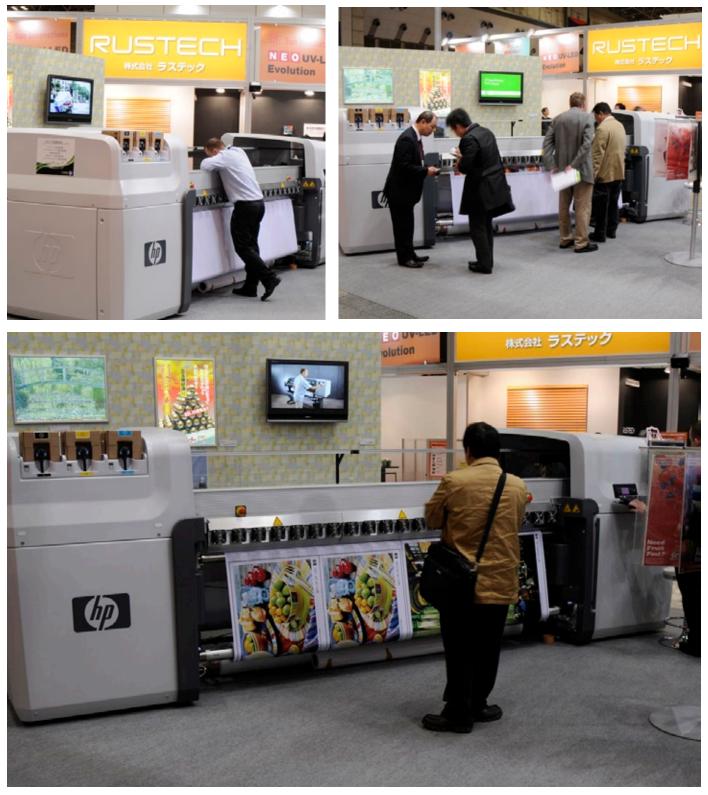
Esko Kongsberg examples of (probably) Re-Board sandwich honeycomb board in the booth of distributor, NSK.

The second largest booth was that of HP, but it was filled only with latex ink. It is very daring of HP to focus their entire portfolio in Japan on this one single unusual ink when so many competing and innovative inks are about to hit the world at ISA and FESPA. Indeed Sepiax was already displayed at Graphics of the Americas a month ago.





HP Booth.



Nothing from HP Scitex was present; not anything from NUR either; the booth had only latex ink printers, here the HP Designjet L65500.



HP Designjet L25500 .

Roland VersaCAMM Print & Cut VS-640; but Roland news releases in autumn 2009 focused more on the SOLJET PRO III XC-540MT 54" inkjet printer/cutter featuring revolutionary new Metallic Silver ECO-SOL MAX ink (ESL3-MT)

The Roland booth had one person who spoke some English and he was hospitable the several times I came to the booth.

There was no UV printer whatsoever in the Roland booth. Considering there are 45 manufacturers of UV printers elsewhere, and almost 200 different models of UV-cured printers since 1998, the one single lone Roland UV label printer at other trade shows makes it tough to compete in the modern world. But, the metallic eco-solvent ink is a nice distraction and shows at least innovation in one direction.

However Sepiax ink will be the most talked about ink at ISA and Sign UK and without new inks Mutoh and Roland will have a challenge to compete in the world market during 2010 onward. Mimaki is the only one of the three with new products for 2010 that may be significant (not yet shown, but coming)



Roland VersaCAMM.

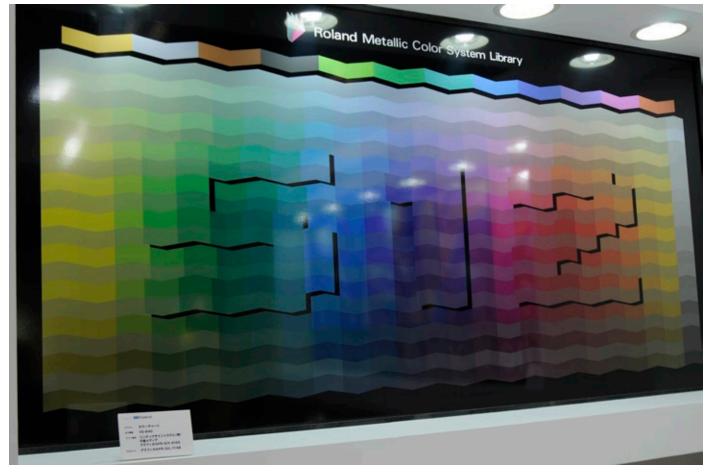
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Roland VersaCAMM, Light Cyan, Cyan, Light Magenta, Magenta, Yellow, Black, Metallic and White Ink cartridges.

Roland versaCAMM



Roland Metallic Color System Library.



Print samples from Roland printers

XY Flatbed cutters and CNC Routers

A Zund dealer had a small GS L-2500 cutter in a small booth. The Kongsberg distributor NSK CAD/ CAM had two Kongsberg cutters, one of them quite sizable: XP 44. Actually their booth was among the largest printer-related booth in the show. The second was the i-XE10.

They were cutting Re-Board in the booth.



Zund GS L-2500.



Zund GS L-2500 samples.



Esko Kongsberg XP 44.



Esko Kongsberg booth.

General Comments: Inside the exhibit halls

No overhead aisle numbers or letters. There is no excuse for this lack of guidance.

The arrangement of the booths was in Viscom style, not FESPA style. Viscom style means that some aisles do not continue all the way through, but jig and jag. So you can't keep track of where you are.

Also, in the Viscom (Reed Exhibitions) style, you would miss many booths if you only walk up and down the main aisles: this style requires that you also walk up and down all side aisles.

Most of the booths were much smaller than trade shows in Europe or USA.

General Comments: Venue

The trade show buildings were huge and impressive. The entire complex was more impressive than anything in Las Vegas or New York. The Orlando convention center is gigantic but the Tokyo Big Sight is, architecturally, more impressive.

Venue was expensive beyond comparison.

Cab from Narita airport to the trade show was estimated at close to \$400. Even if this calculation was high, cab fare was probably well over \$250.

It probably cost \$50 to rent a car-and-driver from the Guangzhou airport to the Dongguan travel center.

Hotels, physically adjacent the trade show area, were priced 66% less than I expected. This shows all the more that DRUPA hotel prices are excessive beyond need.

Concluding comments:

I am glad that I went, for the experience. But this is not an inkjet printer show whatsoever. It is an interior decoration and sales equipment show.

If you want to see printers, inks, and/or media, go to FESPA, ISA or SGIA.

The TRENDS version has a complete list of all UV printers

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If you wish to hire Professor Hellmuth as a consultant to come to your company, please send an e-mail to Info@FLAAR.org. If you do not receive an answer within 48 hours, follow-up at <u>ReaderService@FLAAR.org</u> and/or <u>CustomerSupport@FLAAR.org</u> org You can also telephone the manager at US telephone number, 419 823-9218 (Vonage VoIP but clearer than Skype). You can also communicate with administration staff at FLAAR via Skype, flaar_mesoamerica.

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