

# *BrainNew's Solution*

Simple is beautiful

Litseh Lu



# Short history of Brainnew Inc.



- 1) 1997, Brainnew Inc. established at Taipei, Taiwan. *post-RIP* innovation was created, then **postRIP** solution was developed to do imposition with ripped image to proof with imposed 1-bit TIFF.
- 2) 1998 postRIP won 75% more CTF workflow market in Taiwan.
- 3) 1999 Dainippon Screen OEMed postRIP to be the core component of Screen's workflow "Impos2000", "Pixelstream", "PageFit"

# post-RIP innovated & lasting



5) By 2000, “ROOM” concept started in European market.

RIP Once Output Many

by 2002, Blackmagic, Starproof released CT/LW technology in 1-bit TIFF down-sampling, make ROOM contract proof a reality, BestColor/EFI, GMG... followed

until today,

1-bit TIFF solution is still one of an option for daily production in the CTP plate-making industry. Especially in China, India, Korea, Germany, Italy..

6) 2010, Brainnew is the market leader of CTP solution in China, India, Korea, Taiwan...

# How Brainnew made it



- 1) *post-RIP* idea is reasonable and simple in plate-making processes.
- 2) Brainnew had been swimming in the pool with the CTP suppliers and users for more than 10 years.

Brainnew knew:

what the plate-making requirements were/are/will be  
how the users were suffering, today.

what the suppliers faced, today.

Brainnew knows:

users asked the price, first.

continued selling/using problemless solution.

# Why not PDF as other workflow

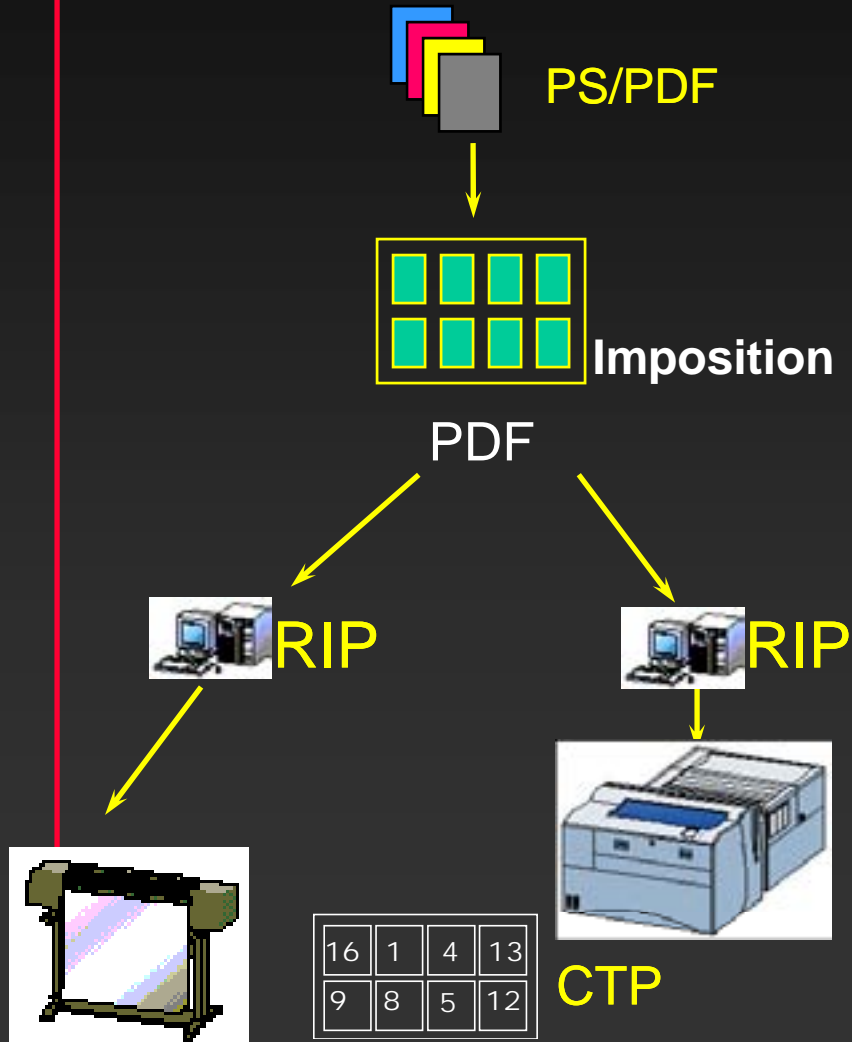


- 1) at the beginning,  
postRIP did streamline the prepress workflow  
that was why postRIP could win the market
  
- 2) strategically,  
Brainnew is small software firm,  
if we did same thing as Agfa/Kodak,  
no matter how hard we did  
the market would not believe Brainnew is better.  
  
only we could prove that  
postRIP concentrated on the most important issues,  
postRIP really did a good job.

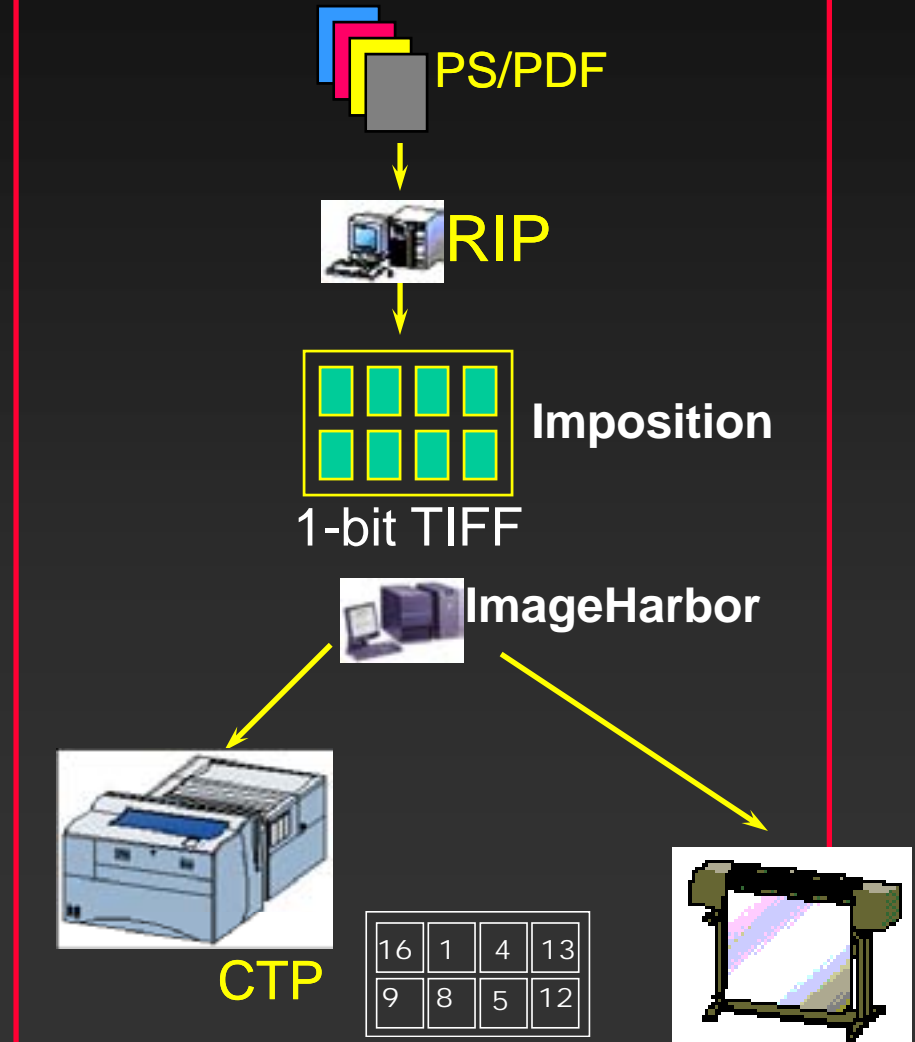
Then postRIP survived since 1997.

# post-RIP vs pre-RIP

## Pre-RIP



## Post-RIP



# Why 1-bit TIFF

Because we explored the workflow market in Taiwan 1998, Korea(2000), then China(2001) and India(2002).

- 1) We knew Film is important in prepress workflow.
- 2) Before printer received film and imposed them into signatures, then made plate for press.
- 3) Because the responsibility is clear,  
Who to be blamed? Prepress or press problem  
Film can be distinguished easily.
- 4) Ripped image = Digital Film  
Digital Film takes the place of the traditional film

# Why digital film (1-bit TIFF)

Only 1 object in a TIFF file

if the object was damaged, it shows obviously.

# Why digital film

## 2) One object in a TIFF



print manufacturer or a marketing services provider. He asks, "What is most important to your company's success? Your customer or your customer's customer?"



The industry has long discussed the need for printers to drive demand from the customer level—creatives, publishers, and individual corporations, as well as small and mid-sized businesses. Vendors like Xerox have led these efforts (consider Xerox's national ads for personalized auto brochures or on-demand books), newsletters, and one-on-one educational efforts, printers have joined the charge.

## Thousands objects in 1 PDF

if one object was damaged,  
it obviously can not be found.

# Why digital film

## 1) One PDF with thousands objects

### Educating the Customer & his Customer on Digital Print

*By Heidi Tolliver-Nigro*

October 11, 2007 -- Recently, I was chatting with Brad Lena, former business development manager for Daniels Graphic Services and now staff consultant for GATF, and he told me about a test that he uses to determine whether a digital print shop is following the business model of a



print manufacturer or a marketing services provider. He asks, "What is most important to your company's success? Your customer or your customer's customer?"

### Printers are now in the business of generating demand for print. Harder Than We Think



The industry has long discussed the need for printers to drive demand from the customer level—creatives, publishers, and individual corporations, as well as small and mid-sized businesses. Vendors like Xerox have led these efforts (consider Xerox's national ads for personalized auto brochures or on-demand books), newsletters, and one-on-one educational efforts, printers have joined the charge.

# Benefit from post-RIP

- 1) Last minute change
- 2) 100% fidelity guaranty

Basic workflow concept – workflow was streamlined

- 1) ImageHarbor offload RIP
- 2) The plate-making job can be scheduled according to the delivery priority.

# postRIP offloads RIP

- 1) In pre-RIP,  
RIP (interpret, rendering raster, preview, imaging)
- 2) In postRIP,  
RIP (interpret, rendering raster, preview)  
ImageHarbor (imaging)
- 3) Output queue for pre-RIP  
RIP (preview, imaging, preview, imaging, preview...)  
higher priority job may be interrupted  
by low priority previewing job
- 4) Output queue for post-RIP  
RIP (preview, preview, preview...)  
ImageHarbor (imaging[1], imaging[2]...)  
non-stop imaging, and  
higher priority job always output first

# RIP was offloaded by postRIP

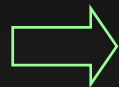
## pre-RIP



Prepress



(PDF signature)



Interpret PDF  
Preview image  
imaging CTP

by  
**RIP**

## post-RIP



Prepress



Interpret PDF  
Preview image  
by  
**RIP**

(TIFF signature)



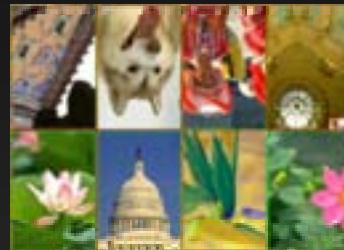
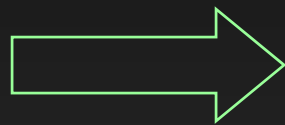
imaging CTP  
by  
ImageHarbor

# Digital film and CTP

1-bit TIFF (digital film)  
becomes last stage media for CTP workflow



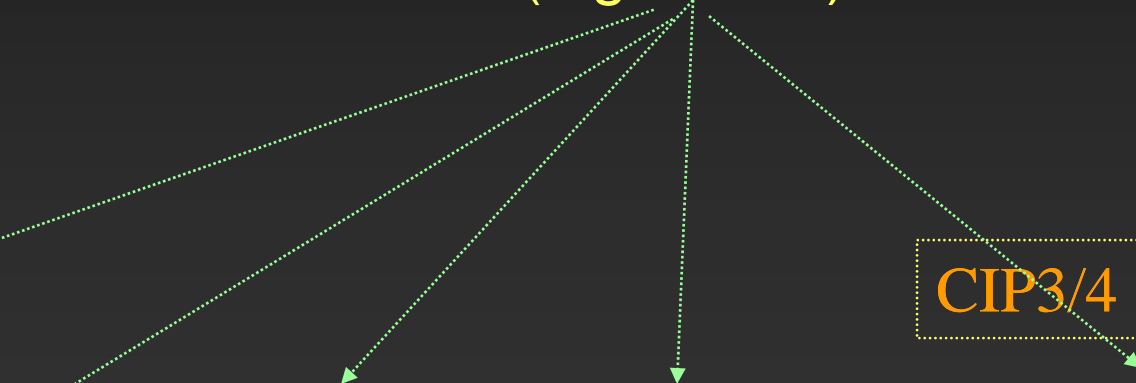
Prepress



(digital film)



soft proof



CIP3/4



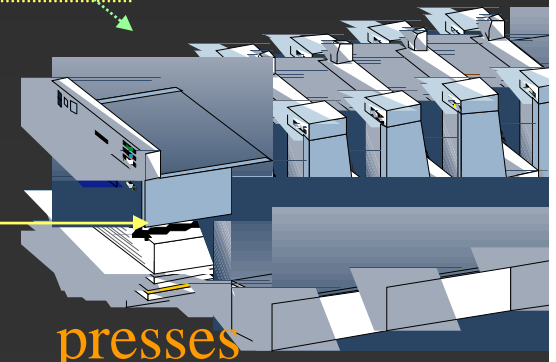
Layout proof



Contract proof



CTP

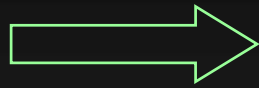


presses

# Digital film and CTP



Prepress



(digital film)

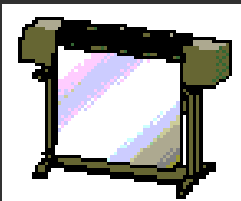
TIFFharbor  
GDIcolor

TIFFharbor  
EFI XF

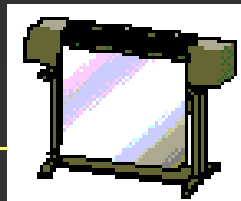
ImageHarbor  
CTP adaptor

econoINK  
PPF/JDF

InkZone



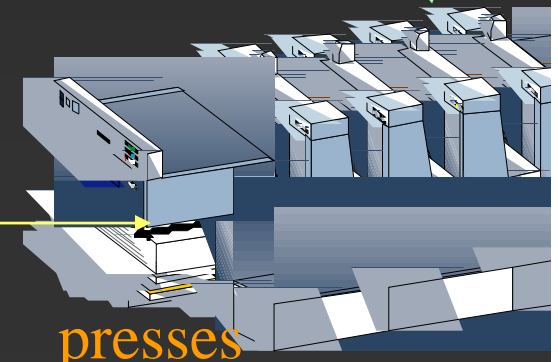
Layout proof



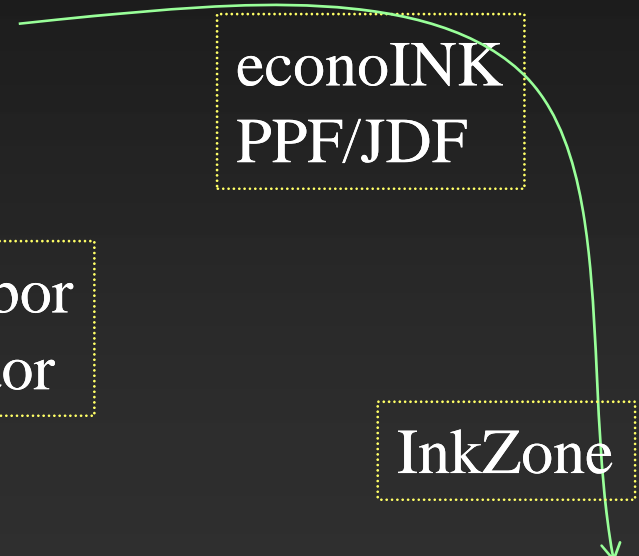
Contract proof



CTP



presses



# Target market for postRIP

1. 2-3 CTP plate/image-setters prepress department  
many CTP users keep CTF as backup,  
postRIP support cross imager connection.  
postRIP focus on friendly imposition  
and 100% fidelity guaranty proof.  
Simple, smart and economic.

2. special regional features

- imposition once, output to many  
CTP/CTF/Laser copier/inkjet plotter
- small sized books imposition
- 2 or more signatures on 1 plate
- special Creep compensation rule
- Fan-out for old press machines
- Asian special collation mark

...

# Target market for postRIP

## 3. Necessary components for CTP system integration

- RIP, imposition, proofing software
- Trapping
- FM, DM(Digital Modulation) screening
- CIP3/4 links prepress-press
- softproof
- alternative CIP3/4 connection (InkZone) for presses
- InkSaver for heavy duty press (newspaper)
- Image retouch automation for photo.

Brainnew is always proud to be  
the first to know  
what the market needs.

# BrainNew's product provides necessity



## 1. postRIP Basic CTP bundled package

1. Navigator RIP (postRIP plugin)
2. Imposition Client
2. ImageHarbor
4. EFI/XF Proofing

## 2. postRIP options:

Job Ticket Carrier- Logcenter&Workplace

Whirlpool- FAM screening for Navigator RIP

econoINK- CIP3 tool for 1-bit TIFF

TIFFharbor for proofing

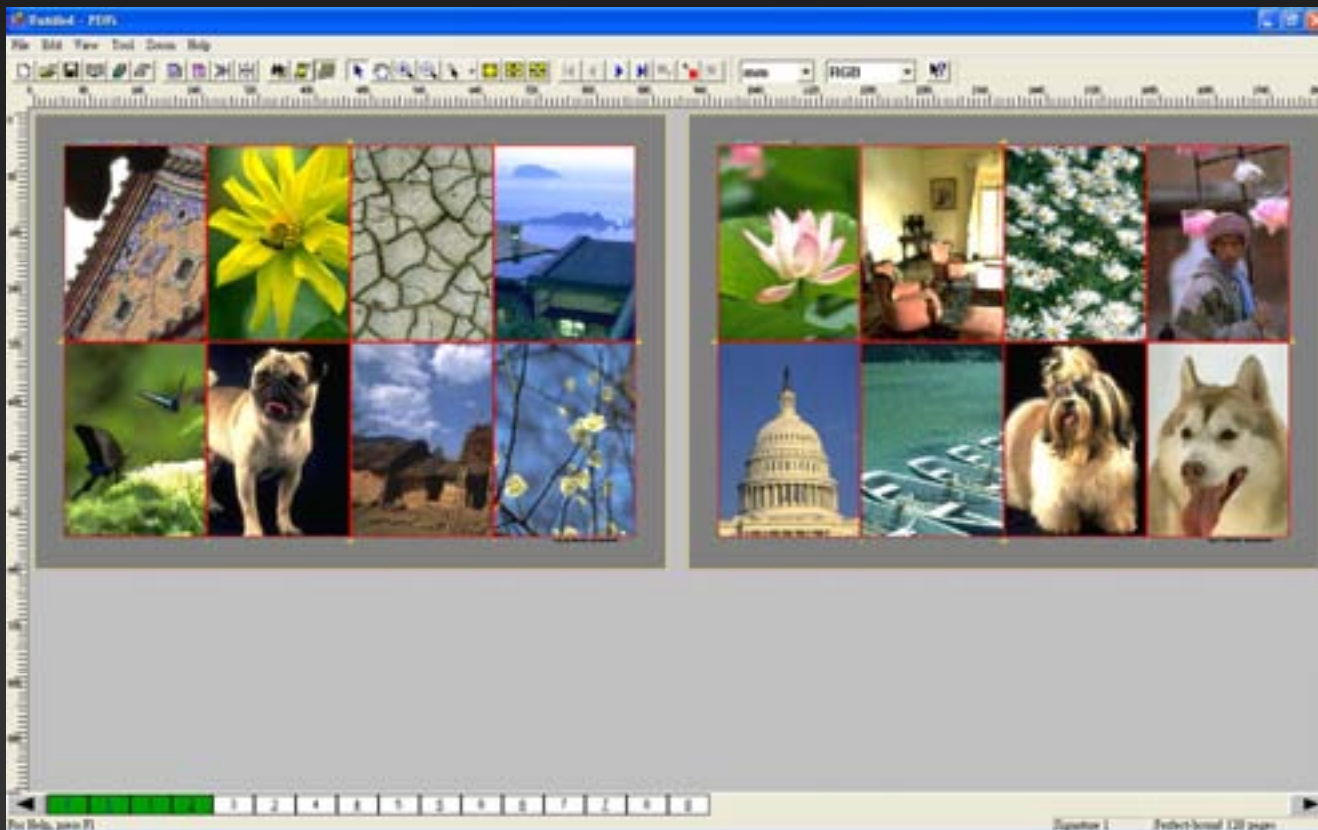
Firstproof

# *PDFi Solution*

imposition expert

# BrainNew's **PDFi** solution

1. Brainnew is the imposition expert, since 1997
- 2. PDFi** trys to fit those users who want PDF solution.



# PDFi – imposition to perfection

1. PDFi imposition software  
based on postRIP imposition Client,  
11 years experiences on printing industry  
of Asia, US or Europe
2. Basic Preflight Feature to secure
  - a- Font embed and existence
  - b- resolution limit check
  - c- color space check
3. Preview on the fly
4. Light table look & feel, Intuitive operation
5. PDF 1.7 support
6. PDF (page) in, PDF (sig.) out  
standing alone or adaptable to all workflows

## Navigator RIP – world standard, Asian cost

1. Harlequin RIP oem by Xitron (US company)
2. Latest PDF specification supported
3. Second Source, best market share in professional prepress field.
4. Powerful PS/PDF/TIFF/EPS even PDF/X throughput
5. various Dainippon Screen CTF/CTP interface supports
6. Optional support on Trapping, FM/FAM screening, InkSaver
7. JDF ready

Brainnew is the sole distributor of Xitron RIP in China, and master distributor in Asia..

## Colorproof XF/eXpress – digital proofing

1. EFI- global leader of digital proofing & Color management
2. The biggest market share of Digital proofing in Asia and worldwide
3. Colorproof XF assisted Asia market from traditional proof migrated to digital, since 2001
4. Colorproof eXpress is special feature to meet Asian market special with BrainNew's solution.

# Scenario of PDFi solution

## 1. PDFi

preflight checks PDF files with printable fonts and images  
thumbnail (pages) created  
imposition  
output PDF (signature)

## 2. EFI eXpress

PDF input, RIP it  
ICC profile supported  
upto 100 plotters in market.

## 3. Navigator RIP

PDF input, RIP it  
output to selected device interface  
or 1-bit TIFF downloader

CTP+ BrainNew software  
(postRIP or PDFi)

The right choice  
in Asia market

Thanks

Litseh Lu

