

## Durst to highlight Jota Album Printer at PMA

# The on-site photo book solution



The Durst Jota Album Printer features two 8-color 720 dpi inkjet printers for double-sided printing, a 50-sheet paper cassette, a central ink supply system and a built-in XY cutter.

**In a joint appearance with its chief distributor for photo book production systems, PTS Consulting & Service Group Inc., based in Reading, Pennsylvania, Durst intends to focus attention at PMA on its successful Jota Album Printer System. One year after launching this full-blooded inkjet solution for the on-site production of photo books and other print products at PMA 2007, the company's concept has been already approved by satisfied customers.**

They appreciate above all the exceptionally high quality of the prints and the ease of operation of the Jota system. It combines two 8-color 720 dpi inkjet printers for double-sided printing, a 50-sheet paper cassette, a central ink supply system and a built-in XY cutter with a front-end workstation and a stand-alone book/cover binder. This enables the Jota Album Printer to produce not only complete photo books up to a format of 30 x 40 cm (12" x 16"), but also greeting cards, calendars, posters and other high-margin print products at high speed. In one hour, for example, it can produce up to eight photo books in 10 x 15 cm (4" x 6") format, two in 20 x 30 cm, or one in 30 x 40 cm. The built-in inkjet technology with Durst's own K3 compatible ink ensures excellent print quality without, says Durst, color fringes at the edges, and with vivid colors, deep blacks and fine rendition of critical shades.

### Satisfied customers

That the Durst concept is correct is confirmed by the experience that has since been gained with the machines already installed, for example at FineArtBook, a provider of print products based in Ahrensburg near Hamburg, Germany. According to the company's owner, Andreas Schleimer, the Durst Jota System solves one obvious problem: "With photo books, there is a distinct gap between the mass-produced, digitally printed books from large suppliers and the professional high-end books, carefully produced by hand from double-sided glued photo paper," he told INTERNATIONAL CONTACT. "Our experience during the first few months has shown that, with the Durst Jota Album Printer, we can offer a service that is much acclaimed by professionals and ambitious amateur photographers alike."

The users of the new system appreciate in particular its flexibility, which allows not only the production of a wide assortment of photo books in various sizes and with different bindings, but also calendars, dou-



The Jota is capable of producing complete photo books up to a format of 30 x 40 cm (12" x 16"), plus greeting cards, calendars, posters and other high-margin print products.

ble-sided greeting cards, invitations, leaflets, sales catalogues, brochures etc. "The automation of color management, job editing, imposition, printing and cutting, in combination with maximum flexibility and the ability to intervene and make one-off adjustments at any time is exactly what we need to satisfy our most demanding customers," says Schleimer. The fast final processing stage with Durst's Jota bookbinding device that forms part of the overall solution enables high productivity without the quality suffering in any way. "With the Jota System, we can guarantee our customers an ICC color workflow," he says. "The data are sent together with the embedded profiles via the BasiColor photoserver before being integrated either into defined templates or processed as double pages, depending on the requirements." Because the opposite pages of the books lie perfectly flat, the pictures look very impressive, especially with panorama shots.

To help it keep in direct contact with the customers, FineArtBook has gained a particularly competent sales partner in the shape of fotocommunity prints GmbH, based in Bonn, Germany. This company has already earned a good name for itself among demanding photographers as an "Internet photo lab with color management". Via the Internet, it offers a comprehensive print service, including a full range of high-grade photo books in cooperation with FineArtBook. When ordering, customers have the option of choosing between different paper finishes (Ilford Pearl 270 g paper or Hahnemühle, Natural Art Duo). The overall range extends from a compact 20-page book in 13.2 x 19.5 cm format for 18 Euros to a representative "coffee table" format of 29.5 x 29.5 cm with a maximum of 40 pages, which, depending on the grade of paper, costs between 93.90 Euros and 187.90 Euros. "Our cooperation with fotocommunity prints, which is renowned for maximum quality and customer orientation, has been very important for our young company to get things off to a quick start," said Andreas Schleimer. "In future, we will extend our product range and offer books in other formats, other FineArt products and high-quality calendars up to a horizontal format of DIN A2."



Andreas Schleimer, owner of FineArtBook, Hamburg, Germany: "With the Durst Jota Album Printer, we can offer a service that is much acclaimed by professionals and ambitious amateur photographers alike."

## Durst Theta 76 solution

Alongside its Jota Album Printer, Durst will showcase at PMA the Theta 76 30-inch multi-format lab system – also in conjunction with PTS Consulting & Service Group. With its built-in paper processor and Durst's proprietary fiber-optic LED technology, this "large-format minilab" can produce high-quality prints in formats ranging from 9 x 13 cm (3.5" x 5") to 76 cm (30")-wide panorama formats with a maximum length of 396 cm (13 feet). The complete system also includes a comprehensive, fully automatic online ordering solution and an integrated spectrophotometer to produce its own ICC profiles. The Theta 76 family comprises various models, including the standard Theta 76 for a wide range of color prints, the high-speed Theta 76 HS, the Theta 76 BW, which has been specially designed for high-quality black-and-white prints, and the Theta 76 R roll printer.



The Durst Theta 76 30-inch multi-format lab system.