

“E SE DOMANI ...”  
Una storia di ... Stampanti

## **ALLEGATO 3**

Presentazione di Angelo Giorgetti

“High End SIMD Printing: Surviving the Challenge”

(1994)

## **HIGH END SIDM PRINTING: SURVIVING THE CHALLENGE**

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Director, Compuprint Division Planning & System Engineering  
BULL HN INFORMATION SYSTEMS ITALIA

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## **HIGH END SIDM PRINTING: SURVIVING THE CHALLENGE**

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- **THE MARKET SCENARIO**
- **THE CHALLENGE**
- **AN INNOVATIVE APPROACH**

## HIGH END SIDM PRINTING: SURVIVING THE CHALLENGE

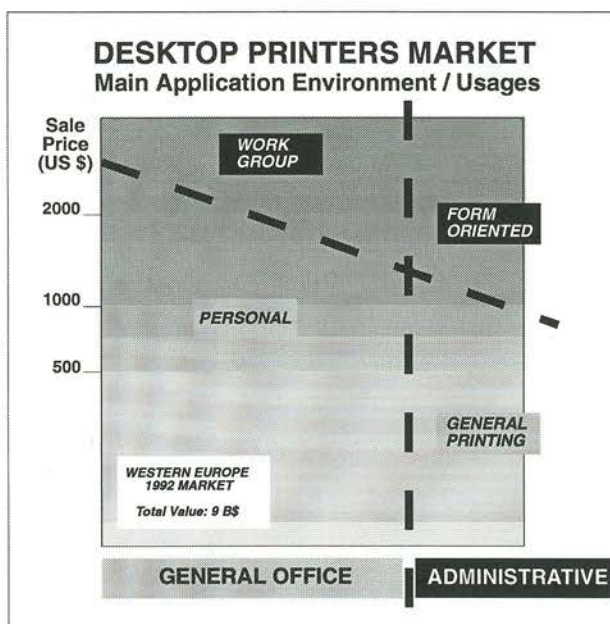
- THE MARKET SCENARIO

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## DESK TOP PRINTERS - MARKET SCENARIO




GROWING MARKET  
for  
GENERAL OFFICE  
APPLICATIONS 

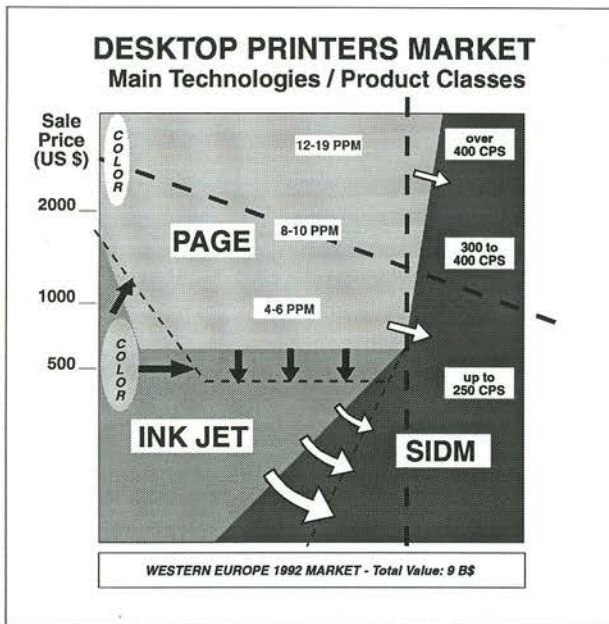
STABLE MARKET  
for  
ADMINISTRATIVE  
APPLICATIONS 

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## DESK TOP PRINTERS - TECHNOLOGIES



WHICH  
FUTURE  
for  
S.I.D.M.

?

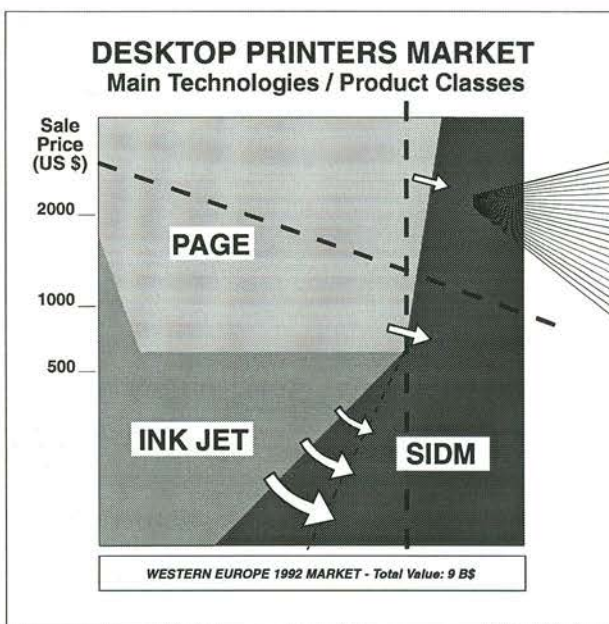
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## HIGH END S.I.D.M. MARKET



WHICH  
FUTURE  
for  
HIGH END  
S.I.D.M.

?

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## HIGH END S.I.D.M. - WHY ?

A BULL COMPUPRINT SURVEY  
ON 50 U.S. USERS OF 400+ CPS SIDMs

➔ **PURCHASING REASONS**

**1st - OVERALL COSTS**

**2nd - FORM CAPABILITIES**

➔ **14% WOULD CONSIDER A LASER  
PRINTER FOR THE FUTURE**

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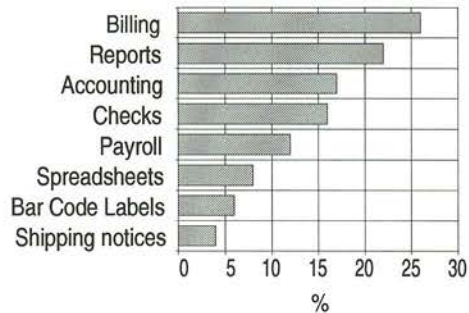
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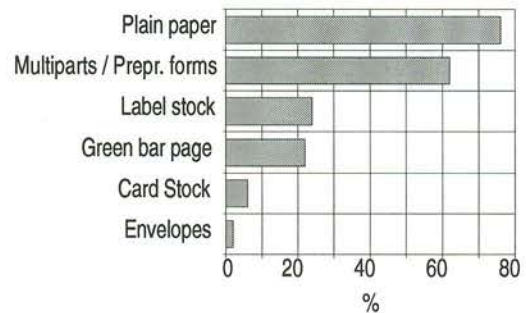
## HIGH END S.I.D.M. PRINTING - WHAT?

A BULL COMPUPRINT SURVEY ON 50 U.S. USERS OF 400+ CPS SIDMs

### ● APPLICATIONS




### ● MEDIA



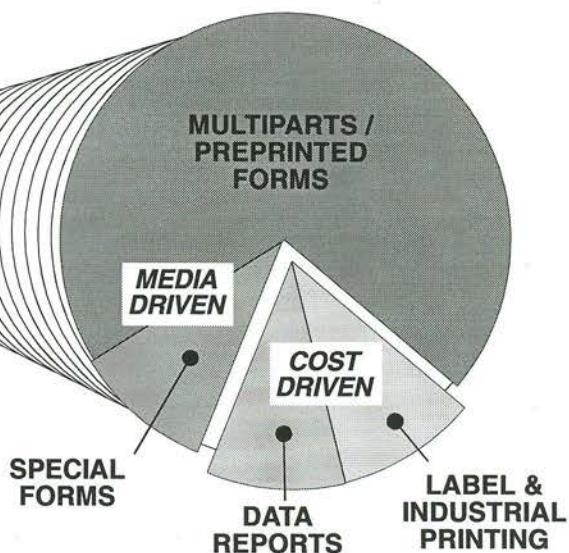
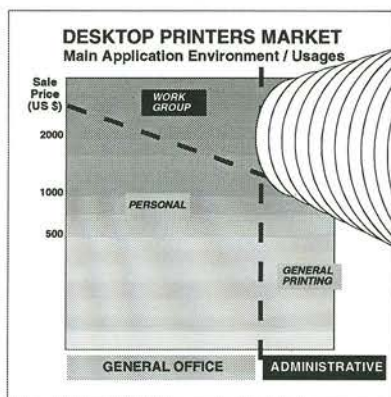
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## HIGH END S.I.D.M. - THE DRIVING APPLICATIONS

### NO NEW APPLICATIONS



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## HIGH END S.I.D.M. - THE DRIVING APPLICATIONS

### MULTIPARTS/ PREPRINTED FORMS

- Invoices and billing
- Order forms
- Checks and negotiables

WILL REMAIN A STRONG MARKET for HIGH END SIDMs:

- Copies
- Colour Preprinted Forms

### SPECIAL FORMS

- Card stock
- Extra Wide paper

WILL REMAIN AN IMPORTANT APPLICATION for HIGH END SIDMs

### DATA REPORTS

- NO MORE THE MOST IMPORTANT
- long reports disappear
  - short reports printed on non-dedicated printers

SIDM STILL REQUIRED for

- reliability
- cost/page
- servicing

### LABEL & INDUSTRIAL PRINTING

SMALL NICHE

- Cost of Ownership versus dedicated thermal transfer line printers (3-10 IPS)

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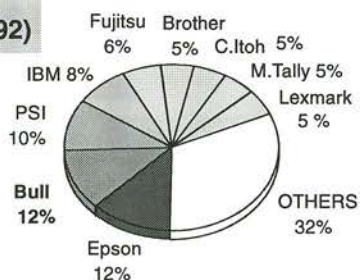
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## HIGH END S.I.D.M. - THE FRAGMENTED INDUSTRY OFFER

**400+ CPS CLASS**  
(W.E. 1992)

Source: DATAQUEST  
Bull elaboration

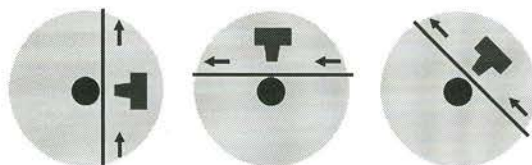


(TOTAL SHIPMENTS: ~ 120 kunits)

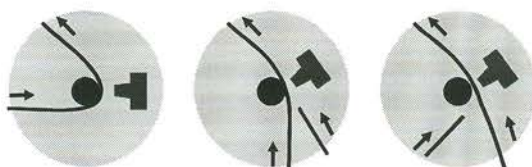
**MORE THAN 14 MANUFACTURERS**



**6 VENDORS TO SERVE 50% OF THE MARKET**



**SEVERAL ARCHITECTURAL "FLAVOURS" TO SERVE THE MARKET**



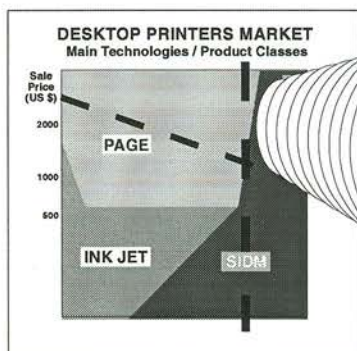
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## HIGH END S.I.D.M. MARKET



**MATURE**

**NO NEW APPLICATIONS**  
**NEGATIVE GROWTH RATE**



**FRAGMENTED**

**DIFFERENT APPROACHES**  
**MANY VENDORS**

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## HIGH END S.I.D.M. MARKET

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### THE MANUFACTURER DILEMMA

#### *WHICH INDUSTRIAL STRATEGY*



DIVEST



MAINTAIN



INVEST



## HIGH END SIDM PRINTING: SURVIVING THE CHALLENGE

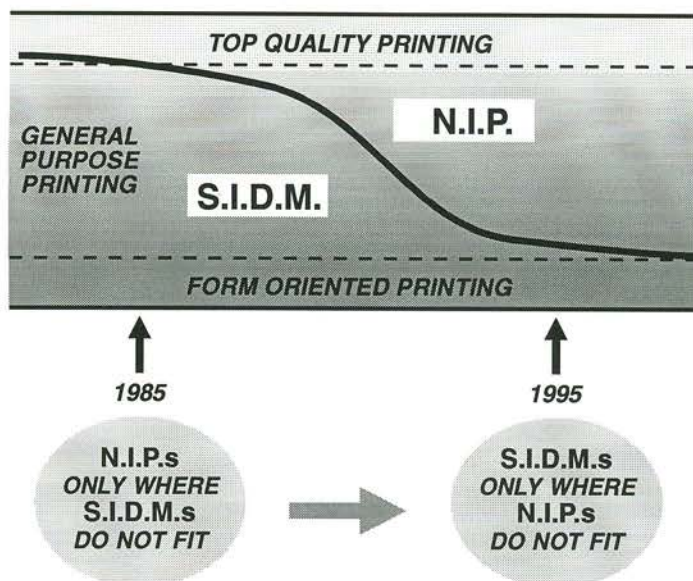
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- THE CHALLENGE

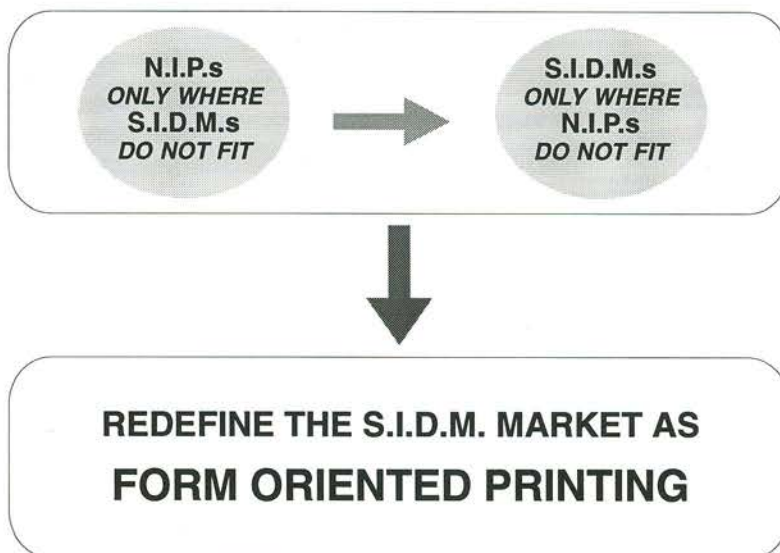




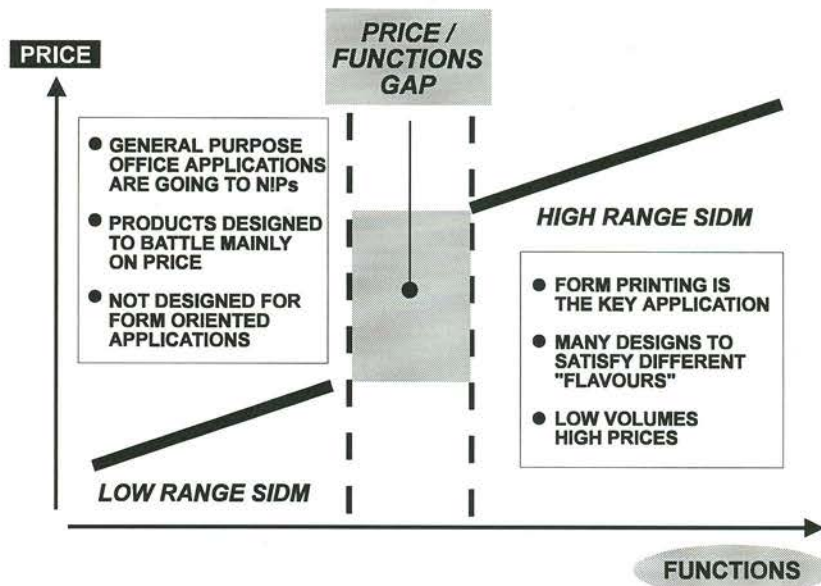
## THE S.I.D.M. FUTURE



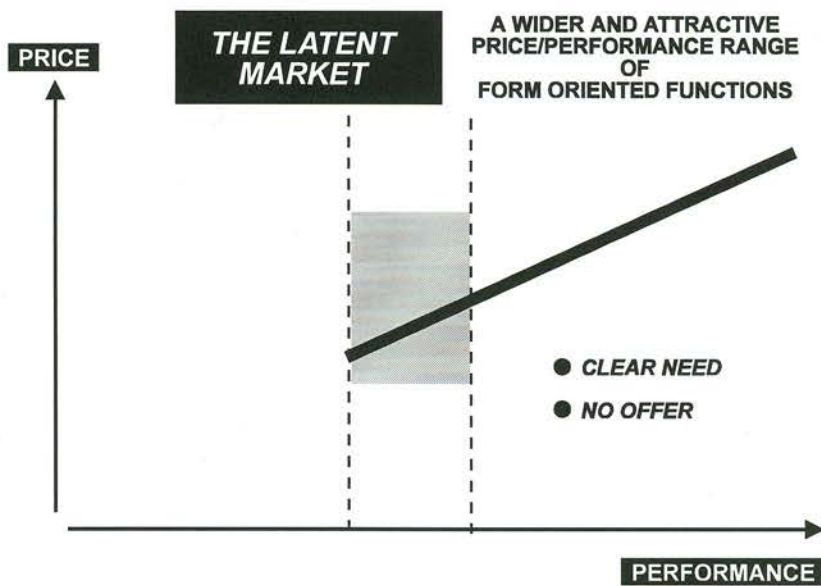
## THE S.I.D.M. FUTURE



## FORM ORIENTED PRINTING



## FORM ORIENTED PRINTING

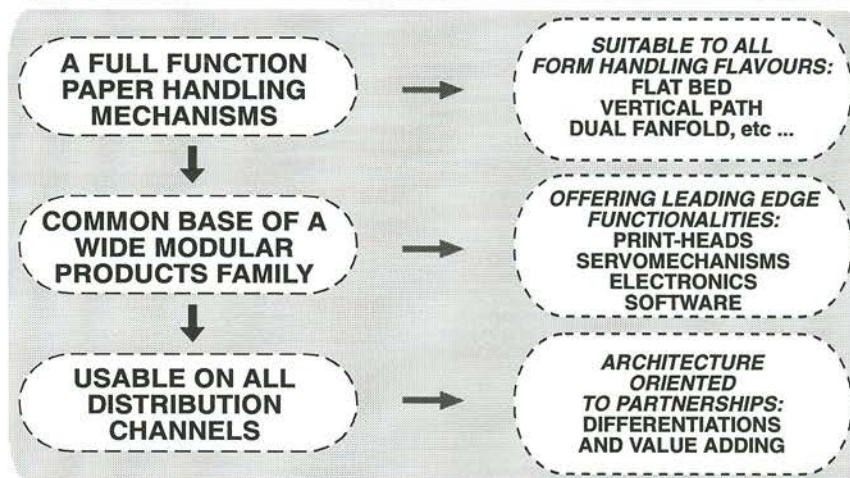


## THE CHALLENGE

**SERVE THE  
*FORM ORIENTED PRINTING*  
LATENT MARKET**

## FORM ORIENTED PRINTING MARKET

***a NEW PLATFORM INVESTMENT as  
a GLOBAL INDUSTRIAL RESPONSE***

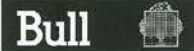


## HIGH END SIDM PRINTING: SURVIVING THE CHALLENGE

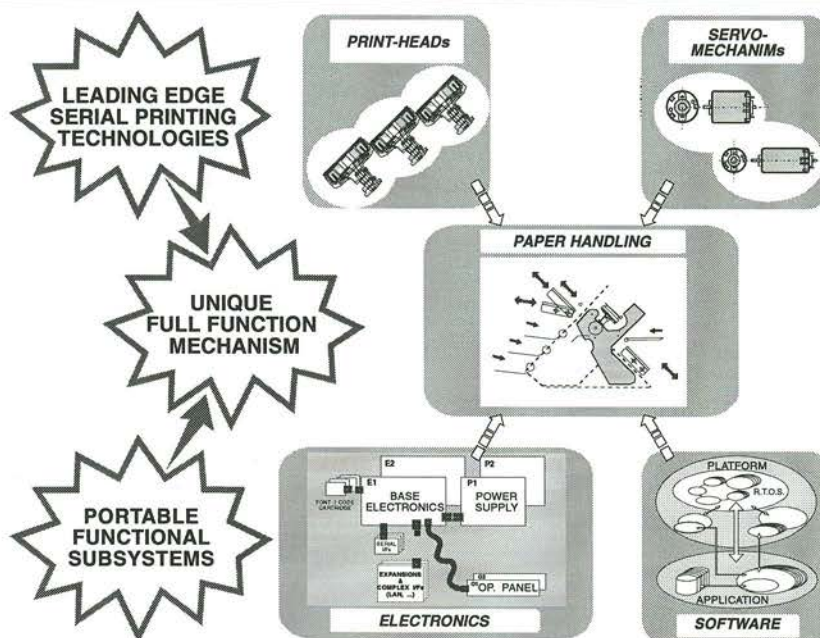
- AN INNOVATIVE APPROACH

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## AN INNOVATIVE APPROACH - THE VEGA ARCHITECTURE



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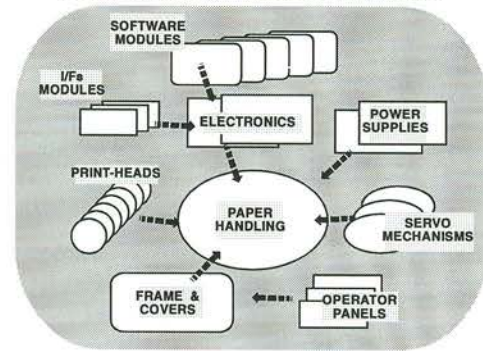
## AN INNOVATIVE APPROACH - THE VEGA ARCHITECTURE

### A NEW LEVEL OF MODULARITY

MODELS SUBSYSTEMS MATRIX

	Mod L-9	Mod M-9	Mod L-24	Mod M-24	Mod H-24	Mod H-18	Mod T-18
SOFTWARE	S1	S1	S1	S1	S1	S1	S1
OPERATOR PANEL	O0	O0	O1	O1	O2	O1	O2
ELECTRONICS	E1	E1	E1	E1	E2	E2	E2
POWER SUPPLY	P0	P1	P1	P1	P2	P2	P2
PRINT-HEAD	T1	T2	T3	T4	T5	T6	T7
SERVO MECHANISMS	A1	A2	A1	A2	A3	A2	A3
PAPER HANDLING	H1	H2	H1	H2	H2	H2	H2
FRAME	C1	C1	C1	C1	C1	C1	C1

### FUNCTIONAL SUBSYSTEMS



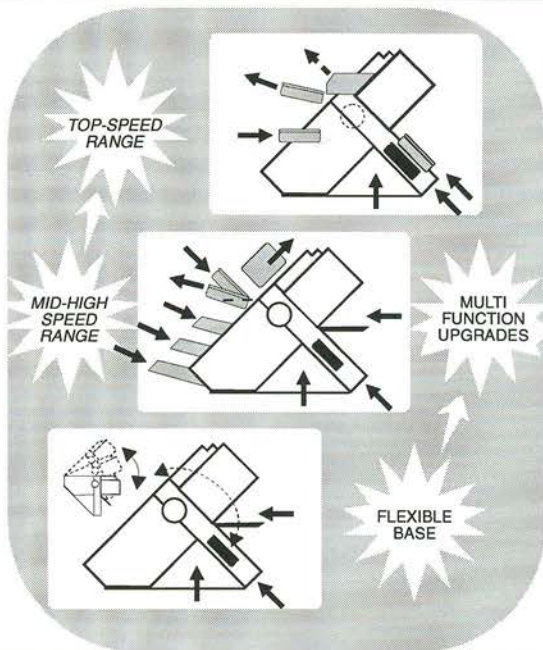
SUBSYSTEMS INTERFACES → ARCHITECTURAL TECHNOLOGICAL PHYSICAL

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## AN INNOVATIVE APPROACH - THE VEGA ARCHITECTURE



### A NEW FULL FUNCTION PAPER HANDLING MECHANISM


COMMON TO DIFFERENT FUNCTIONS AND SPEEDS

ARCHITECTURAL DESIGN for UPGRADING and PERSONALIZATION

TECHNOLOGICAL SOLUTIONS for RE-USABILITY and DERIVATIONS

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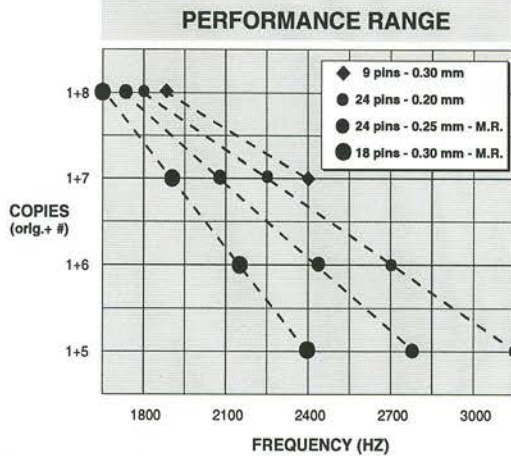
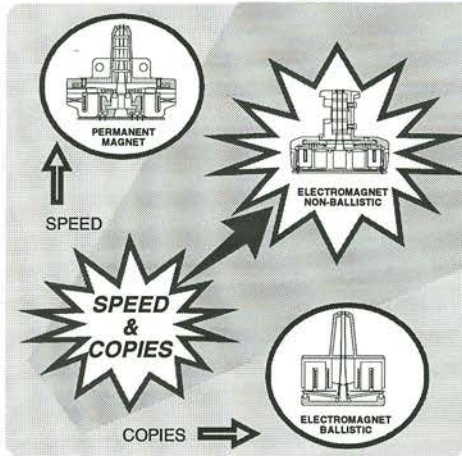
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## AN INNOVATIVE APPROACH - THE VEGA ARCHITECTURE

### A NEW PRINT-HEADS FAMILY

9-18-24 PINS  
IMPROVED  
COST / PERFORMANCE



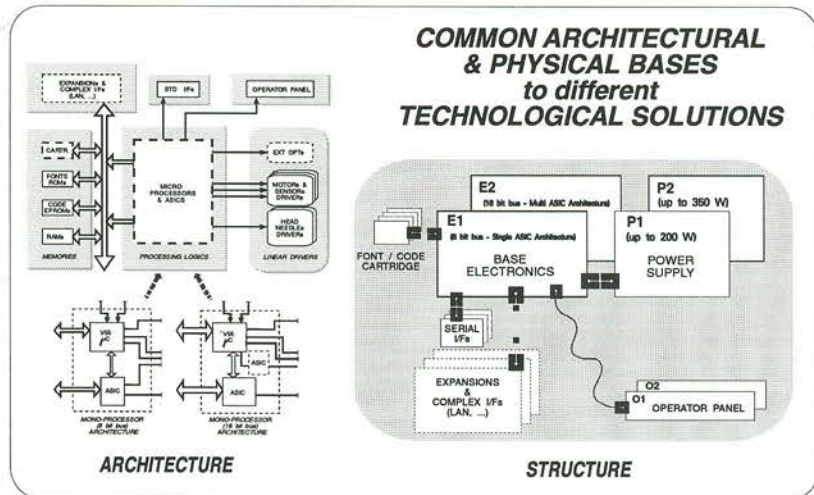
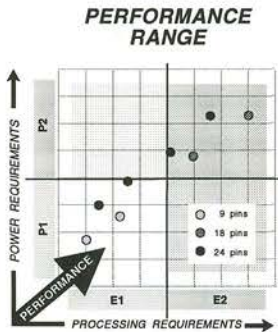
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## AN INNOVATIVE APPROACH - THE VEGA ARCHITECTURE

### ELECTRONICS



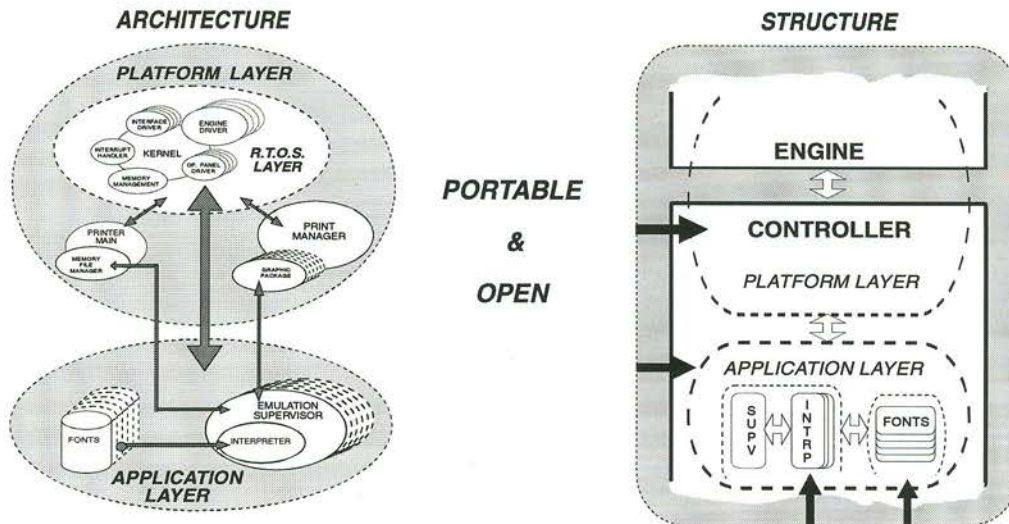
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## AN INNOVATIVE APPROACH - THE VEGA ARCHITECTURE

### SOFTWARE



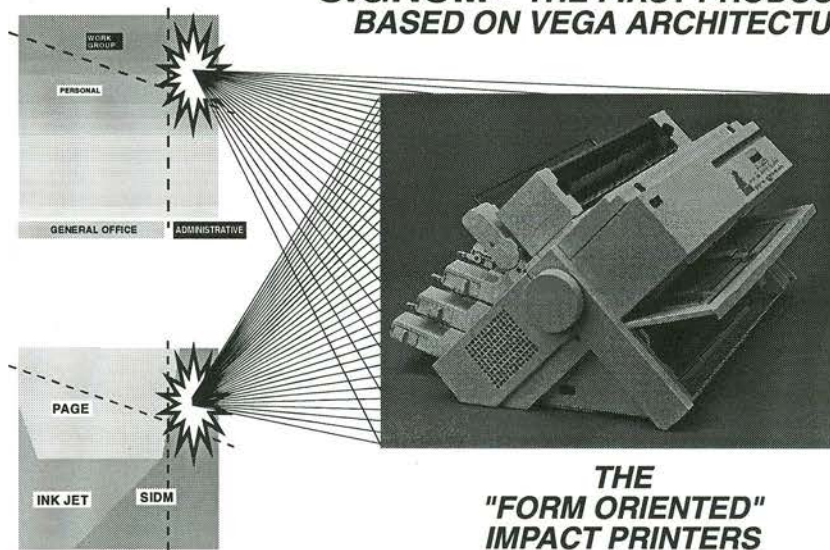
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## AN INNOVATIVE APPROACH

### SIGNUM - THE FIRST PRODUCTS BASED ON VEGA ARCHITECTURE



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