



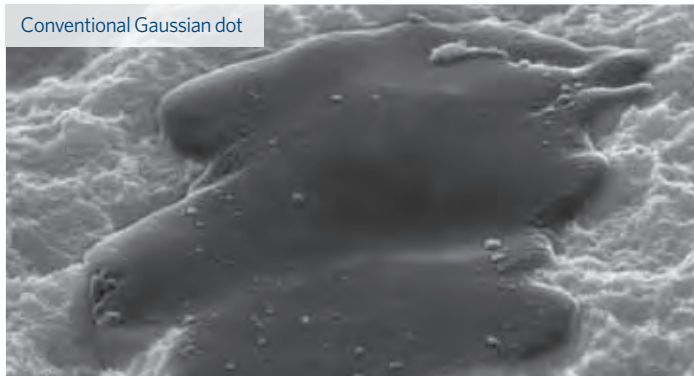
Precision, power, and reliability

Kodak
SQUAREspot
Thermal Imaging Technology

When good-looking presswork isn't enough

While all CTP systems can produce plates that result in nice presswork, this is not the only measure of a quality CTP solution—and it may not be the most important. In order to achieve a reliable, cost-efficient, and consistent print manufacturing process, the printer requires that the same criteria be met on plate as on press. That is why we went beyond conventional CTP laser imaging technology to develop award-winning **Kodak SQUAREspot** Imaging Technology.

What makes **SQUAREspot** Technology different is its ability to enable a wider operating window for plate imaging, while maintaining integrity. **Kodak Quantum** CTP Platesetters with **SQUAREspot** Technology help thousands of Kodak customers deliver exceptional print, day in and day out. These devices reduce chemistry usage, plate waste, remakes, makeready times, compromised color, and premature plate wear, while enabling printers to tolerate a wider range of prepress and pressroom variables. Ultimately, this means less worry about presswork issues, and more time to manage your business.



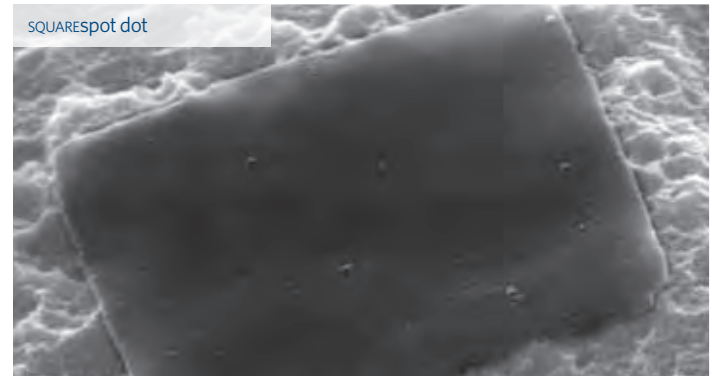
Conventional Gaussian dot

Photomicrograph of the edge of a single halftone dot from a conventional thermal laser. Note the irregular edge definition which results from variations in the thermal threshold, causing unpredictable tonal reproduction.

Variation: How much is it costing you?

Variation is an expensive, often overlooked issue. Variation in plates, chemistry, exposure, density, and ink/water balance all affect your ability to keep presswork on target. Kodak printers struggle less because **Quantum** CTP Solutions deliver an image on plate that is six times more resistant to process variation than competing technologies. This stability is achieved by the unique, high-resolution laser imaging system, which delivers a fine swath of energy at 10,000 dpi. Combined with intelligent Dynamic Auto Focus, **SQUAREspot** Technology produces an exceptionally accurate dot consistently and reliably, plate after plate.

The **SQUAREspot** Imaging Head used on **Quantum** CTP Devices provides tonal uniformity across the plate. Its ability to maintain imaging integrity despite normal variations ultimately extends the life span of chemistry, and results in a dot that is more durable on press.



SQUAREspot dot

Photomicrograph of the edge of a single halftone dot from a Kodak **SQUAREspot** Thermal imaging head. Note the uniform, steep edge definition, providing consistent tonal reproduction on plate, despite typical variation.

Kodak Magnus 400 Quantum Platesetter



Kodak Trendsetter 400 III Quantum Platesetter



The impact of variation on presswork



A 5% tone shift during plating at the 50% midtone (-5% M) and loss of 1 & 2 % highlight dots.



The client approved image



A 5% tone shift during plating at the 50% midtone (+5% M) and loss of 1 & 2 % highlight dots.

Kodak Magnus 800 Quantum Platesetter



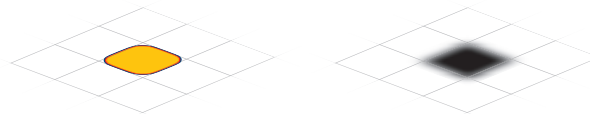
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Laser energy profile comparison

SQUAREspot Thermal Imaging



GLV

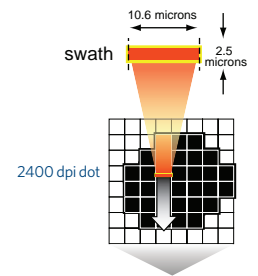


Conventional Gaussian

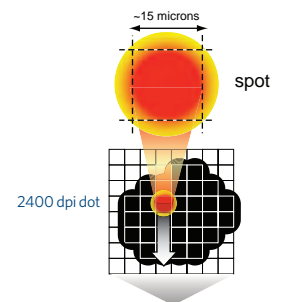


90% exposure 100% exposure 110% exposure

SQUAREspot Thermal Imaging



Conventional Gaussian Imaging



Kodak Trendsetter 800 III Quantum Platesetter



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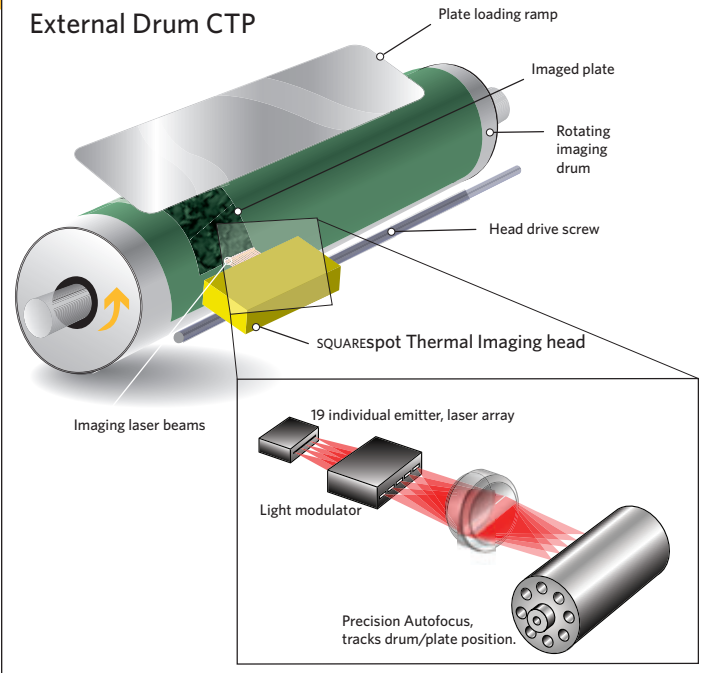
What's the difference?

- **SQUAREspot** technology
- Dynamic Autofocus
- Temperature Compensation

Kodak Magnus VLF Quantum Platesetter



External Drum CTP



Resolution drives stability

Kodak Trendsetter VLF Quantum Platesetter



Why do Kodak customers keep coming back to **SQUAREspot** Technology?

Kodak customers are among the most successful printers in the industry. They enjoy process stability in plate imaging as provided by **SQUAREspot** Imaging Technology. This allows them to focus on taking care of their customers, and helps ensure maximum return from their CTP investment.



Metropolitan Fine Printers

“Since 1998, we have relied on our **Trendsetter** Platesetter to assist us in producing the best possible work for our clients. It’s made a huge difference to our process—I can’t imagine a printing world without it.”

—George Kallas, President, Metropolitan Fine Printers

Winner 2006 of 38 PIA Awards including three Bennys; 80 IAPHC Craftsman awards, including 40 Gold and the “Best of the Best” for stochastic printing; 24 Gold Ink awards and International Association of Printing House Craftsmen, Best of the Best, for Stochastic Printing 2006, 2007.



Lake County Press

“Our original **Trendsetter** Platesetter with **SQUAREspot** Technology is still in use. Its consistency over many years has been phenomenal we haven’t had any kind of degradation in our imaging. The **Magnus** Platesetter is now our primary machine, but the **Trendsetter** Device is still running, and it’s eight years old.”

—John Heinzmann, Prepress Manager, Lake County Press

Winner of numerous P.I.A (Illinois/Indiana) Pinnacle Print Awards (21 awards in 2007; 18 in 2006) including Best of Show, Best of State and numerous Best of Category awards.



Digital media for **SQUAREspot** technology

For optimum results on **SQUAREspot** enabled devices, Kodak offers a wide range of thermal plates for a complete solution that meets your individual printing requirements. Whether your application is long run or short run, high resolution or medium resolution, commercial, newspaper, or packaging, Kodak has a plate that will meet your needs.

SQUARE  **spot**®

To learn more about solutions from Kodak:

Visit graphics.kodak.com

Produced using **Kodak** Technologies.

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