

# Publishing on demand (POD)

*technical possibilities  
and limitations*

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# 1. Introduction

- ◆ Objectives
  - ◆ To have awareness of the market situation
  - ◆ To find out the actual technological opportunities
  - ◆ To realise a changed management vision for cartographic publication



# Definitions of Publishing on demand(POD)

- ◆ Publishing on demand is a (digital) publication process that gives you exactly the printed material you want, **when** you want it
- ◆ Publishing on demand is a process which uses the latest digital technology to deliver printed materials faster, cheaper



# Publishing on demand for cartography?

- ◆ cartography covers a small publication market segment, cartography depends highly on the media-graphic industries
- ◆ uncertainties regarding the number of consumers
- ◆ to be available as updated as possible



## 2. Preconditions for POD

- ◆ digital documents
- ◆ available infrastructure
  - ◆ equipment
  - ◆ human resources
- ◆ appropriate management



# 3. Possibilities/limitations

*sizes up to A3 max*

Book/atlas publications,.

- ◆ publication quantities:
  - ◆ >1 - 500
  - ◆ > 500



# Technical matters

- ◆ file formats
  - ◆ PageMaker/XPress/InDesign
  - ◆ PostScript
  - ◆ PDF



- ◆ PostScript for large quantities by traditional offset printing process
- ◆ PDF for small size format on digital printing units
- ◆ native formats for various printers
- ◆ output services in-house or for outsourcing





# Models (traditional):

- ◆ the more you order the lower the cost/units
  - ◆ 1000 units cost \$ 2.66 each
  - ◆ 5000 units cost \$ 1.46 each



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# Adobe PDF Merchant

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The diagram illustrates the Adobe PDF Merchant workflow through five stages: Author, Publisher, Distributor, Retailer, and Consumer. Each stage is represented by an icon and a list of actions:

- Author:** Creates original content; Submits it to publisher.
- Publisher:** Converts content to Adobe PDF with Acrobat software; Locks the file and generates a unique encryption key using PDF Merchant.
- Distributor:** Manages the encryption key and locked PDF file; Ensures unauthorized users cannot view protected content.
- Retailer:** Sells secure Adobe PDF documents online; Offers consumers an easy way to purchase encryption keys and view content instantly.
- Consumer:** Visits retailer's Web site; Purchases digital file; Views content using Acrobat Reader with Web Buy.

Since no one path encapsulates the many ways digital content can make it to the consumer, Adobe® enables individual players in the e-commerce chain to easily and securely deliver digital content while maintaining control over all aspects of the customer experience.

In one instance, a publisher might produce the Adobe Portable Document Format (PDF) files, manage the encryption keys, and fulfill the retail commerce transactions. In another situation, the publisher might deliver the Adobe PDF files to a retailer who locks the files, manages the keys, and fulfills the transactions.

Done Internet

# Models (POD model)

## example 1

### (for regular small market)

- ◆ initial sales 300/months-first prints  
(maybe \$4/unit more costly)
- ◆ later 25/months for reprints till out of  
date



## example 2 (for limited market)

- ◆ 100 copies first
- ◆ 50 units for the second period
- ◆ 25 units for the third
- ◆ etc. till out of date



- ◆ example 3 (for pilot production)
  - ◆ related to e.g. nr of seminar participants (beta test)
  - ◆ if evaluated to good quality print a larger amount



# 4. Possibilities/limitations *maps and large size formats*



◆ publication quantities:

>1 - 100

>100 -500

> 500



# main models

- ◆ inkjet technology (native format)
- ◆ film/paper/PostScript copying on request by various copying techniques
- ◆ image writer 4 colour separation (film/PostScript) printing by offset printing





# file formats

- ◆ Native formats  
PageMaker/XPress/InDesign
- ◆ PostScript
- ◆ PDF (Adobe and others)



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# types of PDF – according to Adobe

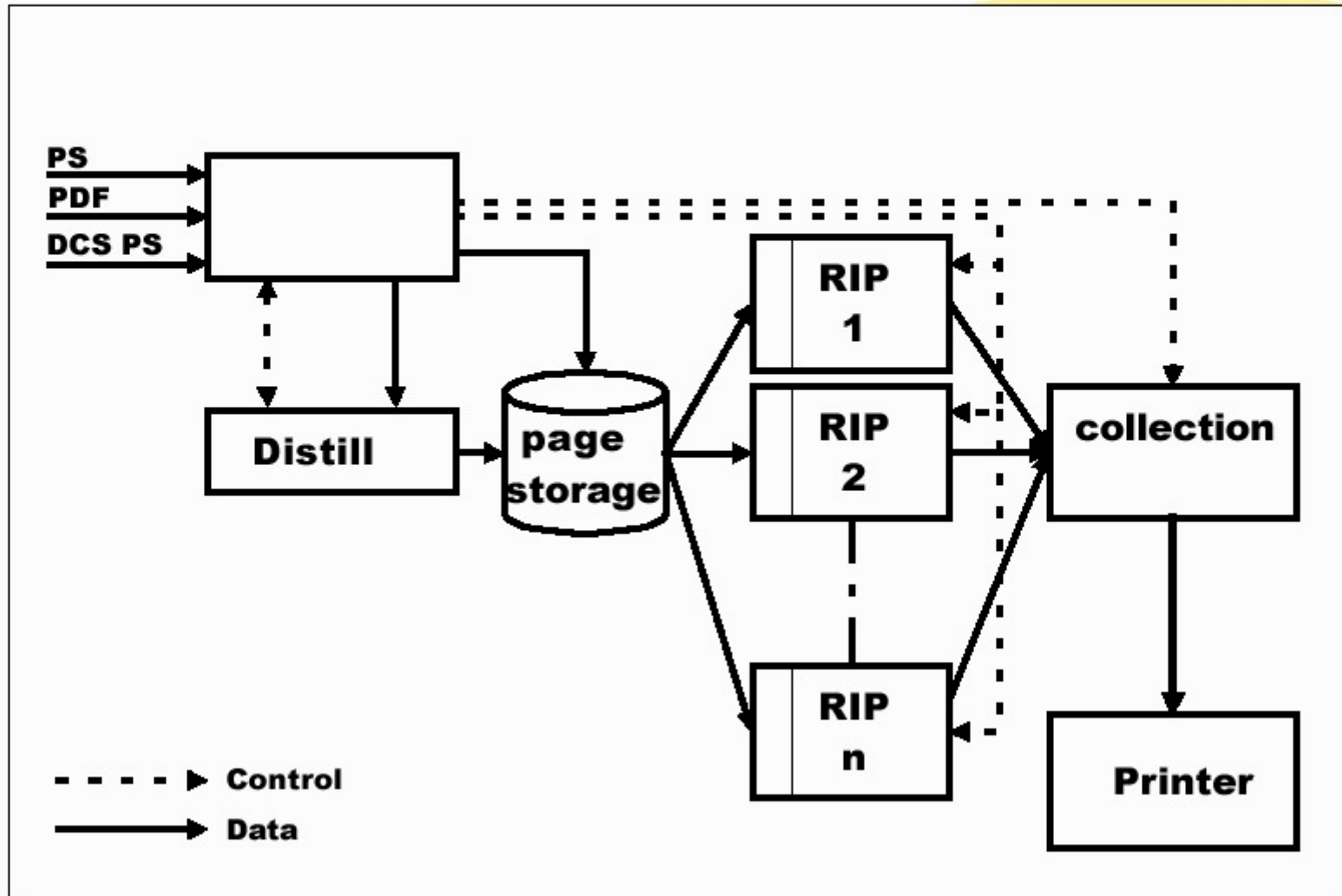
- ◆ PDF 1.0, 1.1., 1.2, 1.3 (versions PostScript)
- ◆ PDF for internet
- ◆ low resolution (72 dpi image/ 300 dpi text),
- ◆ RGB, hyperlinks, forms



# PDF for print

- ◆ high resolution (300 / 1200 dpi)
- ◆ CMYK, colour management





# PDF for press

high resolution (300 / 2400 dpi)



# production

PDF makes:

- ◆ print files displayable
- ◆ available for everybody and everywhere
- ◆ proof- en correction processes simpler
- ◆ files smaller



## 5. output services outdoors?

Considerations related to cost price and technology:

- ◆ investment for only 2-3 years
- ◆ high depreciation
- ◆ high hour tariff
- ◆ sufficient resources to cover continuous production capacity
- ◆ possible shift production solution





Microsoft Excel - TabelPOD

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N18

	B	C	D	E	F	G	H	I	J	K	L
1	<b>paper output</b>		<b>Recommended devices</b>				<b>File formats</b>			<b>Production Recommendation</b>	
2											
3	quantity	size	OffsetPrintPress	DigPrintPress	inkjet	copier	PDF	PS	Native	Inhouse	Outdoor
4	1	A3 max.			X				X	X	
5		>A3			X				X	X	
6											
7	1-10	A3 max.		X	X	X	X		X	X	
8		>A3			X	X			X	X	
9											
10	>10-100	A3 max.		X		X	X		X	X	X
11		>A3				X			X	X	
12											
13	>100-500	A3 max.		X		X	X		X		X
14		>A3	X					X			X
15											
16	>500	A3 max.	X	X			X	X			X
17		>A3	X					X			X
18											

Blad1 / Blad2 / Blad3

Gereed

# output services outdoors? cont'nd

## Considerations related to management

### ***if outdoors:***

- ◆ production implies a more complex management
- ◆ production concentration to the core business
- ◆ clear contracts to be set up
- ◆ less risks related to quality



***and***

- ◆ due to distance, action is not always immediately obvious
- ◆ file networking might loose speed
- ◆ no last minute editing possible, yet



# Conclusion/Summary

- ◆ client orientation is the key factor
- ◆ digital production opens new opportunities
- ◆ digital production limits facilities
- ◆ large sizes will be available in the coming years



***due to the previous told***

- ◆ no traditional production-management vision
- ◆ stock production/on-demand production
- ◆ different approach towards in-house output

