



Digitally Modulated Screening Hamillroad Software, 2010-2011



Introduction – Part 1

What is Digitally Modulated Screening? (DMS)



What is DMS?

Think of TV and watching films:

- Everyone had standard analogue TV and were content with it, but it had limitations
- Some were bigger and some were smaller, but they were all limited by their signal quality
- To get a really high-end experience with a film, you had to go to the cinema
- But this required specialist equipment and couldn't be used for watching everything



What is DMS?

Then came High Definition Digital TV:

- Suddenly, there was no comparison
- Everyone switched to HDTV
- Films were fantastic, but so was watching 'The News'
- You didn't go back to your old analogue TV to watch some programs and use your new HDTV to watch others
- You watched all your programs in HDTV



What is DMS?

Think of print and printing:

- Everyone prints 175 lpi (or 200 lpi) and are content with it, but it has limitations
- Some are bigger and some are smaller, but they are all limited by their dots
- To get a really high-end experience with print, you have to go to specialist screening, such as stochastic or high lpi hybrid
- But this requires specialist equipment (high end CtP devices and high end plates) and can't be used for printing everything



What is DMS?

Now comes DMS. It's the HDTV of the print world:

- There is no comparison to AM, FM or XM (or anything else)
- Printers are switching to DMS
- Printing 'auction catalogues' is fantastic, but so are printing 'letterheads' and 'compliment slips'
- You don't go back to your AM screening to print some things and your DMS to print others
- You print everything with DMS



What is DMS?

- HDTV changed the worlds viewing experience
- DMS is changing the worlds printing experience
- It's basically a new paradigm in printing
- If offers perfect printing
- Whatever you print



Introduction – Part 2

What is Digitally Modulated Screening about?
(DMS)



What is DMS about?

- DMS is not just about high image detail
- DMS is not just about quality (smoothness) of result
- DMS is not just about extended tone range
- DMS is not just about wider color gamut
- DMS is not just about plate stability
- DMS is not just about press stability
- DMS is not just about ink saving
- DMS is not just about 'doing FM' (to eliminate moiré)
- DMS is not just a high end screening solution for special jobs



What is DMS about?

- DMS is about incredible image detail - the equivalent of 400+ lpi
- DMS is about high quality print, with ultra-smooth images & flat tints
- DMS is about a complete tone range from 0 to 100%
- DMS is about a wider color gamut
- DMS is about being easy to plate, on thermal or violet plates
- DMS is about being easy to print and control on press
- DMS is about ink saving
- DMS is about eliminating moiré, both content and screen
- DMS is about printing, whatever the job



What is DMS about?

- It's about printing 'high end films'
- It's about printing 'the news'
- And it's about printing 'everything in-between'
- It's about offering your customers a 'HDTV' experience
- That means they come back to you time after time after time
 - to print more 'films'
 - to print more 'news'
 - and to print more of 'everything in-between'

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