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Abstract

Inkjet in Commercial Print: A Map for the Coming Decade

Report Fast Facts

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Abstract

This report discusses developments in inkjet technology that will lead to a wider adoption of inkjet in commercial print. Present drivers leading to the current high-volume color systems for transaction and direct mail applications will be discussed, as well as the prerequisites for a more widespread adoption in offset-dominated commercial print environments.

The report includes an overview of inkjet technologies, a forecast on the adoption of inkjet in commercial print, and a discussion of product concepts for inkjet devices in different production market segments.

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