

The background of the slide is a faded, light purple-tinted photograph of a printing press. It shows large rollers and complex machinery. In the foreground, there are several horizontal bundles of paper or material, each with a small, dark, paw-print-like logo on it. The Siemens logo is positioned in the top left corner.

SIEMENS

The prints of success
Integrated solutions for printing presses

Faster, more economical, more flexible – the competition is stepping up the pressure. And it is the machines that decide whether you can cope with this pressure. With integrated solutions from Siemens, you are always on the safe side.

Because you will be following the very technological trends which play an increasingly important role in printing machine construction – and for good reason. MAN/Roland, Heidelberg, KBA, Cerutti, Rotomec, Solna and many other machine builders and their printing factories experience this day after day.



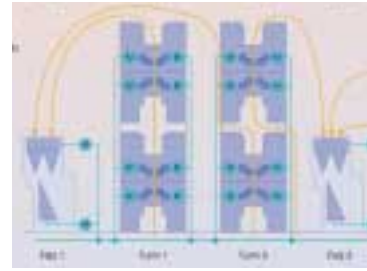
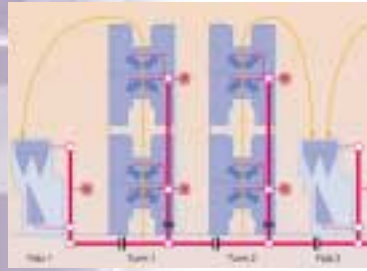
**Follow the trend.
And master
the market.**

Follow

The Power of

Productivity





No shaft.

The shaftless printing press is the leading trend in the machine-building industry. No wonder. Shafts, couplings and gearing are virtually obsolete. That means simpler mechanical machine design, a lot more flexibility, higher productivity, reduced mechanical oscillations, shorter setup times, lower noise levels – and lower costs. We have the technology. And the know-how.

No major conversion.

Printing machines have a long service life. Shaft-free design and Siemens technology make it particularly easy to adapt installed presses to new design. For example, new printing units can be added, without any major conversion, because existing power trains can be used as they are. That saves time and considerably reduces costs.

On-the-fly tool change.

Flexibility in printing format changes, extremely fast job change-over, direct data transfer from the computer to the printing plate – today's market demands all of these features. With the help of our technology, all of these demands can be optimally fulfilled.

If you follow the prints of – success in this sector, they will almost always lead you to machine solutions with “Siemens inside”.

Our demands are exacting. We want the machines with Siemens inside to be considerably more productive than others, as well as more economical in the long term. To accomplish this, we offer innovative technology and much, much more: a successful modular system unique in its diversity and concept. A modular system which has already proven itself extraordinarily well both with well-known machine manufacturers and printers.



Our claim in hard print: A unique performance spectrum

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Standard components.

All of the powerful and innovative automation and drive components in our extraordinarily broad product line build on a uniform system architecture and have totally integrated programming, data management and communication, thus completely eliminating interface problems. The result: comprehensive, integrated solutions that are uniform in their



handling and engineering while leaving lots of room for individual solutions that carry your trademark.

Customized solutions, defined responsibilities.

Total, but individualized, solutions are our specialty. That applies to both new installations and to the modernization of existing facilities, and includes development, dimensioning of components, and engineering, as well as clearly-defined statements re-

garding overall system performance and us as the responsible partner.

Lots of room for your very special know-how.

Our solutions and components are open to allow you to your own equipment and software because we use open standards. Your very special know-how will never be compromised.

Long-term system expandability.

Like your machines, our technology had a long live. Expansion is still possible even after many

years, and spare parts availability is ensured.

Global utilization, global infrastructure.

Wherever the location of your machine, our technology adheres to the local standards, and can be serviced locally, if you wish, with 365-days-a-year, around-the-clock guarantee.

Always exactly what you need.

Our "box of building blocks" for your success is stuffed full of know-how, services, and technology. Simply pull out the "drawers" that are important to you.

Safety included.

From sensors over tripping units to safe machine shutdown, our products from the Safety Inte-

grated program offer maximum, end-to-end safety. To make sure that your safety technology meets all regulations, Safety Integrated is approved and certified worldwide in accordance with current standards.

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These prints lead you to highly innovative and exceptionally economical solutions for printing machines. Our integrated solutions stand for higher speed, better performance, less energy consumption, and less waste. They stand for success.

For the machine builder and for the printer! Would you like proof? Sure thing!

**MAN Roland, Augsburg:
Innovative modernization for
an entire line.**

Lower production costs, improved quality, more user-friendliness, greater flexibility, and better diagnostic capabilities: an entire series of illustration-printing machines from MAN Roland began impressing the world recently with these exceedingly attractive advantages. The series was made possible by a new automation and drive



concept designed and developed in close cooperation with Siemens. The innovative part comes from the fact that main shaft, gearing and couplings are now electronic rather than mechanical. Each printing unit is separately powered by variable-speed three-phase a.c. servo motors. The electronic synchronization of each drive is handled by the extremely fast, fiber

optics-based SIMOLINK® set-point cascade. In addition, the PROFIBUS fieldbus serves as link between programmable controller (SIMATIC®) and drives.

**Heidelberg Newspaper
printing redefined.**

What are the press requirements for the newspapers of the future? Engineers from Heidelberg interviewed important decision makers in the USA, Europe and Asia to find the answers and then designed a press to meet those requirements.

The Mainstream 80 is the first newspaper press to utilize gapless

Following the prints of success: Three examples from many.

... of success

The Power



of Productivity



blankets – the revolutionary technology Heidelberg introduced in commercial presses in 1993. The eight-page shaftless Mainstream prints up to 80,000 copies per hour. With a one-page-around by four-pages across plate cylinder configuration, it matches the output of a conventional 16-page double-width press while requiring 50 percent fewer plates.

Our drives, automation, and communication systems are playing an important role. Especially of course the intelligent drives series SIMOVERT® MASTERDRIVE MC, which incorporates the whole Motion Control functionality in the drive.

With advanced electronics, gapless blankets and its 1x4 cylinder configuration, the Mainstream 80 can deliver exactly what the newspapers of the future need for straight production: high print quality, high productivity, efficient and economical operation, and extensive layout versatility.

New control center for Roto Smeets in Etten, Holland, based on the motto "It couldn't get any easier than this."

Until recently, rotogravure systems meant primarily a huge



number of switches, displays, measuring equipment and annunciation units from the most widely varied manufacturers. And that, in turn, meant a lot of overhead in order to make sure that everything was under control.

That is not exactly the best basis for staying ahead of the pack in the sophisticated and complex world of catalog and prospectus printing.

It was for this very reason that Roto Smeets decided on a new photogravure machine from KBA. In order to upgrade the HMI to state-of-the-art technology, KBA contracted us to develop an entire control center.

An excellent decision.

In the new control center, the main focus is on user-friendliness, reliability, and practice-proven operating concepts. The automatic control functions and machine controls make the high speeds controllable even when manpower is reduced. Because the importing of data is tailored to customer requirements, the control center can take the required default and job data directly from the customer system. The

open data structure ensures easy inclusion in the printing factories' complex, company-wide automation and data systems. Weak-point analyses for each individual machine part can be efficiently made with the aid of archived event data.

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Pick up the trail.

It leads directly to the innovations you need for more cost-effectiveness and more success! Our integrated automation and drives solutions stand for higher speed, better performance, less energy consumption, and less waste. Let us convince you! A complete performance spectrum for more economical production is awaiting you!

Technology:

- Automation and drive technology
- Bus systems
- Control center solutions
- HMI systems
- Vacuum pumps and compressors
- Safety technology
- Low-voltage switching and sensor technology
- Fieldbus components
- Special components for printing

And everything belongs to the Totally Integrated Automation concept, which offers three-fold integration that covers configuring and programming, data management, and communication!

Services:

- Consulting, concept development, system consulting, drive engineering
- Configuring, programming, control cabinet-building, simulation, commissioning
- Maintenance, service, teleservice, hotline, spare parts, training dedicated to the printing industry, diagnostics and machine analysis on site.

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Order No.: E20001-A0040-P620-X-7600
Printed in Germany
41C6720 MK.MC.20. DRUK.52.0.01 WS 05003.
SEK 30564, Dispo 06372

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Automation & Drives:
Siemens*