



RESEARCH & DEVELOPMENT


Printing

In light of the economic situation, considerable R&D has been initiated in Printing Sector business units. Our technical staff are working with prepress technologies, printing plates, papers, inks, fountain solutions, blankets and the mechanical and electrical components of our presses and peripherals to improve overall performance and reduce operating costs. Major experimental development projects have also been taking shape during the year. We are developing new hybrid printing processes using technologies that in the past have been quite separate. We are also introducing new capabilities that will significantly enhance the quality of our newspapers and weekly publications through the use of UV curable inks.

Marketing Communications

The Marketing Communications Sector is a beehive of activity. We are further developing the technologies required to offer our customers Web-to-print functions and innovative variable print capabilities. We are also refining applications for the mass mailing of personalized emails to reach target consumers through the Web. Plus, we are deploying state-of-the-art technologies that will enable our customers to multiply the channels they can use to deliver their content, starting with a single basic advertising item. A concrete example of this is reusing the contents of a flyer and posting the material "as is" on a website, with a minimum of human intervention. We are also working on ways to use the new social networks as channels for reaching consumers.

Media



In the Media sector we are developing the business strategies and technologies required to profit from emerging Internet concepts, such as Web 2.0. These new approaches enable us to include the Internet, as well as new distribution channels such as direct marketing, in a comprehensive strategy to attract readers and achieve appropriate advertising positioning for our customers. And we are now ramping up technologies that will combine geolocation federation and advertising content in a new and friendly way that goes far beyond usual practices in this area.