
continued from page 2

worlds of electronic print and digital print to come closer together. Electronic print has been focused on high volume, production printing of fixed and variable data. Digital print, on the other hand, has been more concerned with the quality printing of fixed information, and is thus a replacement for offset printing.

The new printers are making it possible to merge the two areas and create full-color paper documents containing both fixed and variable data, within a high-volume, cost-effective production environment.

Our Thanks to Xerox

In fact, we hope that this issue itself is an example of what the new printing can do. *Xploration* approached a number of vendors of full-color printing equipment, and Xerox volunteered to print portions of this issue on their DocuColor 2060 printer. Thus, this issue tangibly represents the possibilities that full-color printing from vendors such as Heidelberg, IBM, Scitex, and Xerox can bring to your organization.

We at *Xploration* are excited about these new possibilities, and we hope you are, too. We would love to hear your comments about this issue and how printing is fighting back in your enterprise – just send us an e-mail (yes, we recognize the irony in t~~x~~s) at xploration@xplor.org.



*William J. McCalpin, EDP
Editor-in-Chief*
