

November 2023

HEIDELBERG

# LET'S CONNECT

■■■ PRINECT ■■■  
USER DAYS

Welcome to Prinect User Days  
**on 14 and 15 November 2023**  
at the Palatin Kongress Hotel,  
Wiesloch, Germany.

# Finally united.

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Welcome to Prinect User Days on 14 and 15 November 2023 at the Palatin Kongress Hotel, Wiesloch, Germany.

“Let’s plan a joint event and stop making an artificial distinction between the German speaking Prinect Anwendertage and International Prinect User Days”, was the unanimous message that emerged from the planning meeting for this year’s event. We should bring together the Prinect community as a whole, not divide it up into German- and English-language events. This would also support a truly international dialogue – which makes much more sense in a Europe of open borders.

To make this customer wish become reality Prinect User Days 2023 will be held in the Palatin Kongress Hotel in Wiesloch, Germany, which is more than capable of hosting an event that will be significantly larger than before. The keynote address and presentations in the first day’s plenary session will be translated by simultaneous interpreters; the workshops will be offered in both English and German.

But what about the conference theme? We start the first day concentrating on the trending issue of “artificial intelligence”. Professor Posch will explain the hype and reality of AI, as well as the opportunities it could offer the graphic arts industry. The Head of Prinect Development will then take a good look at the Prinect software system that connects the cloud with local, on-premise machines and systems – while touching on the cybersecurity challenges involved. An overview of the development status of the new HEIDELBERG Customer Portal and Prinect Direct will round off the morning’s presentations.

We'll then take an extended lunch break to give participants plenty of time to meet up and share thoughts and ideas. To make networking even easier, the tables will be arranged by areas of interest.

As in previous years, the afternoon will start with a rundown of HEIDELBERG News and an overview of the subsequent workshops. On Tuesday afternoon and Wednesday morning, seven different slots will give you opportunities to build a detailed picture of our innovations, with plenty of time left over for discussions. On the second day, you'll also have an opportunity to take part in a workshop in our Print Media Center.

We'll be staying in the conference center for the evening event. Our hosts will be creating an atmospheric setting for us, perfect for a convivial evening with plenty of space for conversations and lively discussions – as international as it gets! We're really excited to receive your feedback on this new joint format.

Details of how to register follow in the next paragraph. For the first time, we're asking visitors to register exclusively via the Prinect User Days website.

**Experience the future of digitization from HEIDELBERG.**

**Learn how to benefit from HEIDELBERG software and digital products in all business areas.**

**Exchange ideas and meet experts from the printing industry.**

**Exciting keynotes and interesting talks and workshops.**

# The organizing team can't wait to see you at this year's event!

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## Registration:

We're looking forward to welcoming you to the Palatin Kongress Hotel in Wiesloch (zip code 69168) on November 14 and 15. To register for the event, please visit the Prinect User Days website at [www.prinect-anwendertage.org](http://www.prinect-anwendertage.org).

The website also includes further details of the event, as well as info on how to register and confirm your participation.

## Organizing team

Prinect User Days are a series of events organized and delivered by Prinect users for Prinect users. Heidelberger Druckmaschinen AG sponsors the event and provides organizational and logistical support. The Prinect User Days 2023 program was put together for you by the following members of the organizing team:

**Frank Karl**, Medienhaus RETE OHG, Freiburg (Germany)

**Martin Klein**, ctrl-s GmbH, Stuttgart (Germany)

**Mariusz Lewandowski**, Nice Project, Posnan (Poland)

**Thomas Schubert**, ColorGate Digital Output Solutions GmbH (Germany)

**Jens Gieck**, Heidelberger Druckmaschinen Vertrieb Deutschland GmbH (Germany)

**Volker Havel**, MEO Media GmbH, Saerbeck (Germany)

**Albert Tuijtel**, Tuijtel, Hardinxveld-Giessendam (Netherlands)

# LECTURES AND WORKSHOPS

## 14 NOVEMBER 2023 – TUESDAY

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09:00–09:30 Welcome with coffee/tea

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09:30–09:50 Welcome and intro into the day

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**09:50–10:30 Artificial Intelligence:  
Hype and Reality**

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**10:30–11:00 The role of cloud systems in connecting  
your machines and IT systems**

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11:00–11:30 Coffee break

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**11:30–11:55 HEIDELBERG Customer Portal: Where  
we stand and how it benefits the user**

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**11:55–12:20 Prinect Direct: Workflow for  
Digital Printing**

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12:20–13:00 Lunch break

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**13:00–14:00 Networking after lunch**

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**14:00–14:20 HEIDELBERG News & Intro to  
the Workshops**

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**14:30–17:30 Workshops: 3 Rounds with Breaks**

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17:30–19:00 Break and happy hour in the foyer

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**19:00–23:00 Common Dinner**

# Artificial Intelligence: between hype and reality

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The keynote address on “Artificial Intelligence – between hype and reality” will explore the exciting world of artificial intelligence (AI). We’ll be highlighting the differences between what the media and popular culture often portray as AI and what AI is actually capable of and how it can be applied in the real world. We’ll take a look at the future development of AI and discuss how it could continue to revolutionize both the printing industry and Heidelberger Druckmaschinen. We’ll end up understanding the reality behind the hype and learning how AI is challenging every industry while simultaneously offering new opportunities.

Speaker:

**Prof. Peter N. Posch**

University of Dortmund

# What role do cloud systems play in connecting your presses with your IT systems?

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This presentation will take a close look at various aspects of the software hosted locally (on your premises), in the cloud and by your on-site print production machinery. In particular, we'll focus on the way these (sub)systems interact, the importance of standardization, and how data can be used to move closer to our vision of fully autonomous printing.

A reliable, highly available software environment acts as a backbone for efficient processes. So the second part of the presentation will focus on the security architecture that aims to make it easier to manage the threats posed by cyberattacks.

Presenter:

**Bernhard Wagensommer**

Heidelberger

Druckmaschinen AG

# HEIDELBERG Customer Portal: Where do we stand and how will users benefit?

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A lot has happened since we unveiled the new HEIDELBERG Customer Portal at the last Prinect User Days event. The portal has now gone live in over 35 countries and 12 languages!

In this presentation, the person responsible for the HEIDELBERG Customer Portal will provide insights into the portal's most popular features and show you – with the help of clear examples – just how the portal can facilitate and support your print shop activities.

Presenter:

**Claudia Jung**

Heidelberger

Druckmaschinen AG



# Prinect Direct:

## Workflow for Digital Printing

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Driven by shorter print runs right down to a run length of one, digital printing is becoming increasingly relevant – especially in the commercial sector. In addition to managing the Versafire product family, Prinect is flexible enough to support the integration of third-party presses into your workflow. This means that the entire production process – whether offset or digital print – can be run directly from Prinect. More and more Prinect companies are making use of this option, because it obviates the need to work with multiple workflows. But there are ways to further improve both functions and flows.

This presentation will demonstrate how to further optimize the interaction of offset and digital print by using Prinect Direct. As we take the next major step toward optimizing the production with both printing processes, you'll be surprised by what the Prinect team has thought up!

Presenters:

**Christopher Berti**

Heidelberger

Druckmaschinen AG

**Axel Zöller**

Heidelberger

Druckmaschinen AG

# HEIDELBERG News & introduction to the workshops

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As usual, HEIDELBERG News will give you a high-level overview of the most interesting new developments in the latest version of Prinect. This overview will also include an introduction to the individual workshops scheduled for the afternoon and Wednesday morning, so you can optimize your personal schedule for the workshop portion of the event.

Presenter:

**Axel Zöller**

Heidelberger

Druckmaschinen AG

# WORKSHOPS

**14 Nov. 2023**

**Tuesday**

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**14:30–17:30**

**Workshop Round 1–3**

**14:30–15:10**

**WS 1–WS 4**

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Coffee break

**15:40–16:20**

**WS 5–WS 8**

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Coffee break

**16:50–17:30**

**WS 9–WS 12**

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**15 Nov. 2023**

**Wednesday**

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**09:00–13:25**

**Workshop Round 4–7**

**09:00–09:20**

**Welcome and  
introduction  
to the 2nd day**

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**09:20–10:00**

**WS 13–WS 16**

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Coffee break

**10:30–11:10**

**WS 17–WS 20**

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Coffee break

**11:40–12:20**

**WS 21–WS 25**

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Coffee break

**12:45–13:25**

**WS 26–WS 29**

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Lunch and Goodbye

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# Prinect Production Commercial

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## **WS 1, WS 13 and WS 22**

What's new in Prinect Production Manager? Discover the latest features developed over the last 12 months, including the newly available functions made possible by connecting to the HEIDELBERG Customer Portal. We'll also describe our roadmap for future changes to your production system.

Presenter:

**Wiebke Stoltenberg**

Heidelberger

Druckmaschinen AG

# Prinect Business Manager: Get more out of your MIS and discover new potentials

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## **WS 2, WS 9 and WS 18**

Are you using only a fraction of your MIS and you are not aware of it? Often there is not enough time or resources to deal with the optimization of your industry software. Many functions thus remain hidden or their added value is not immediately recognized.

In this workshop, we will show you the hidden potentials so that your MIS can unfold its full benefits in the future and thus manage your tasks more effectively. We will help you to exploit your potential and use Prinect Business Manager more effectively in the future.

Presenter:

**Volker Kaiser**

Heidelberger

Druckmaschinen AG

# Print Shop Analytics



## **WS 3 and WS 12**

Attend this workshop to find out even more about Print Shop Analytics – our cloud-based, integrated solution for analyzing and monitoring production metrics. Since last year's event, the app has grown to include a host of new functions and indicators. We'll give you a rapid overview of what to do when things aren't going exactly as planned, showing you how best to respond and improve your performance. Find out how easily you and your colleagues can reap useful findings from your data – and help us shape the future of the app.

Presenter:

**Carolina Viterbo**

Heidelberger

Druckmaschinen AG

# Moving beyond CAD design with Prinect Package Designer

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## **WS 4, WS 7 and WS 11**

As a rule, packaging production starts with the creation of a design. In the case of packaging, this involves putting together both the graphics and structural design of the packaging based on the customer's needs and wishes. Prinect Package Designer is the software you need to create structural packaging designs – but it is much more than just a CAD tool. This workshop will show you how Prinect Package Designer assists you through the conception and design phases, simplifies communication, and optimizes your packaging workflow.

Presenter:

**Simon Top**

Heidelberger

Druckmaschinen AG

# HEIDELBERG Customer Portal

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## **WS 5, WS 15 and WS 19**

In this session, we'll be taking an in-depth look at use cases and demonstrating practical applications for the HEIDELBERG Customer Portal. We'll give you tips and tricks on how to adapt the interface to your specific needs, and explain the key differences between the basic and premium versions. We'll also give you sight of our roadmap and the additional features you can look forward to seeing in future versions of the HEIDELBERG Customer Portal.

Presenter:

**Claudia Jung**

Heidelberger

Druckmaschinen AG

# Prinect Direct Digital Workflow



## WS 6, WS 23 and WS 29

In your print shop, what would your ideal offset and digital printing workflow look like? What are your priorities? Price tables versus detailed costing? Individual imposition versus standard templates for your product range? Planned production versus fast turnaround? What would you expect to see in a future-proof workflow system? And all this in the knowledge that while people will still need established print production processes, the number of short-run print orders right down to run lengths of one will continue to multiply.

In this workshop, we'll take you with us on a journey to a new, cloud-based workflow. We'll note down and discuss your applications and suggestions, so that together we can identify the most important workflow criteria for digital print.

Presenters:

**Ulrike Seethaler**

Heidelberger

Druckmaschinen AG

**Axel Zöller**

Heidelberger

Druckmaschinen AG

# Prinect DFE technology: much more than just a PostScript Rip!



## **WS 8 and WS 14**

Prinect is helping to standardize print production. The intuitive user interface, high level of automation, speed of processing and color management make it the perfect partner for print professionals. We give you a detailed introduction to the new Prinect DFE functions for Versafire, including the new Prinect Color Center that is now making advanced Prinect DFE technology for label production available to the commercial sector.

Presenter:

**Victoria Yang**

Heidelberger

Druckmaschinen AG



# Security in the print shop: successfully fending off cyberthreats

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## **WS 10, WS 20 and WS 27**

Information security, IT security, OT security and cyber-security – four disciplines you can no longer afford to separate from your day-to-day printing operations. And as cybercrime becomes ever more industrialized and regulatory requirements increasingly rigorous, it's time for every organization to prioritize these disciplines.

This workshop describes the issues involved and suggests solutions for achieving a robust security posture specifically tailored to the printing industry. We'll introduce you to strategies for protecting your printing business from potential attacks, covering the security architecture of HEIDELBERG products and services, and discussing the shared-responsibility model. We'll also provide you with specific recommendations and best-practice approaches for setting up a good, effective level of security in your company.

Presenter:

**Dr. Lars Wolter**

Heidelberger

Druckmaschinen AG

# Prinect DFE & Versafire



## WS 25

Prinect DFE & Versafire is a tailor-made combination of intuitive user interface, highly automated processes, high-speed processing, and color management. Come and join us at our workshop in the Print Media Center for a foretaste of the perfect NEW combination.

Presenters:

**Victoria Yang**

Heidelberger

Druckmaschinen AG

**Mark Ihlenfeldt**

Heidelberger

Druckmaschinen AG

# PDF Toolbox



## WS 16 and WS 24

Print-ready PDFs reduce communication loops and touchpoints. The PDF toolbox has been the benchmark of the graphic arts industry for many years, when it comes to correcting PDFs. Could it be even better, if the toolbox functions were more closely connected to the topic of preflight?

In the workshop we will present the current state of development of the new functions in an open exchange round. We invite you to actively participate in the development of the PDF Toolbox to better suit your needs.

Presenter:

**Winfried Werner**

Heidelberger

Druckmaschinen AG

# Prinect Production Automation: order intake to plate – without user intervention

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## WS 17, WS 21 and WS 26

Wherever products can be standardized, Prinect supports full automation – with no manual intervention whatsoever. In this workshop, we use a practical example drawn from the real world to demonstrate how, on receipt of an order in the form of an Excel list containing details of different products, formats and page counts, the whole process can be automated from order entry through customer approval right through to output to plate.

Moderator:  
**Martin Klein**  
ctrl-s GmbH

Presenters:  
**Alex Stahl & Sebastian Riegel**  
ctrl-s GmbH

## **Publishing information**

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