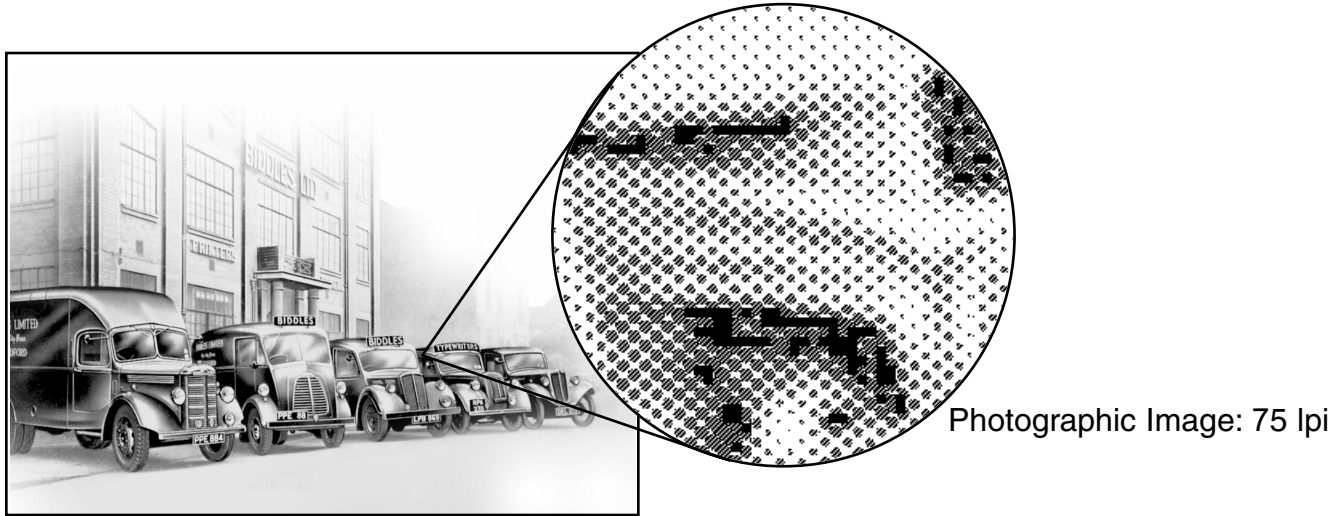


# MPG Biddles Digital Web Halftone Guide

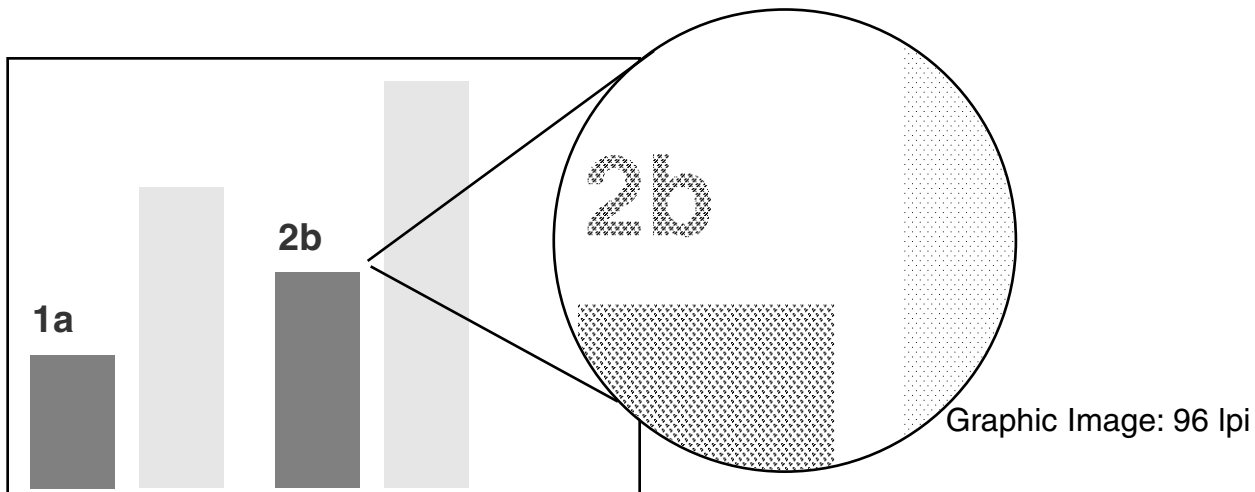
Toner is very dense and black, and due to the imaging technique, magnetography, the dot gain appears much higher than that of a conventional litho press. Therefore the Digital Web press requires a unique halftone screen pattern to accurately render shades of grey.

This halftone screen pattern needs to be one of a low lpi, but also contains a white-out screen within the screen to further reduce the dense appearance of the toner:



However this is only in the case of photographic images which contain a large number of grey-levels. With simple graphic images, such as grey text, pie-charts, and logos, the number of grey-levels are far fewer, and so a tighter line-screen can be used.

To take advantage of this, the RIP automatically evaluates and segments the imposed pages sent to press, and uses a different, tighter line-screen for segments of graphics to those of photographs:



## Supplying files for use on the Digital Web:

Most pictures and graphics need no special handling by the supplier. Use vector graphics for best reproduction. To get the quality of raster graphics as good as possible, please follow these tips:

- Ensure any line-art images are 600dpi, 1-bit (black & white) and not grey-scale;
- If graphics include any text, try to not anti-alias the text. Use threshold in Photoshop to make text black and white (you may wish to increase the resolution to 600dpi);
- Try to ensure logos etc that are supposed to be solid grey only actually contain 1 grey-level. (Posterise in Photoshop). If the RIP detects many grey-levels it will screen as a photograph (75lpi).
- Do not compress graphic images, as this will increase the number of grey-levels.