

Print on Demand (POD) is a printing technology and business process in which book copies (or other documents) do not print until the company receives an order, allowing prints of singular or small quantities. While other industries established the build to order business model, "print on demand" could only develop after the beginning of digital printing, because it was not economical to print single copies using traditional printing technology such as letterpress and offset printing.

POD is an acronym for Print On Demand. Print On Demand publishing is a method of producing books in specific quantities needed to meet ongoing bookstore or book buyer orders. The customer ordering the book creates the demand for a single copy. A single copy of that book is then printed on demand, perfect bound with a full color laminated cover, and shipped to the customer or the bookstore ordering the POD book. POD is a process for publishing books only as they are needed.

Newgen's POD Clients

- Bloomsbury Publishing
- North America
- 5M Publishing
- Cambridge University Press
- Palgrave
- Continnum

What is Print on Demand

Books are printed individually when there is an order placed for them instead of in bulk before promotion and sales. A print-on-demand publisher will have digital files of your manuscript and cover, and they will just print the book out when it is ordered and ship it to the customer. Most consumers want the publication in a variety of formats, electronically for the instant satisfaction but in print as well for notes and future use. POD is the future. Printing companies can easily set up books in their library for users to order on demand in these formats.

The benefits of this are:

- No stock is held so there are no bulk up-front printing costs and no holding/storage costs
- Your book can be ready for sale immediately anywhere in the world on completion and upload of the manuscript
- There is the ability to change the text and publish changes more quickly
- It is more environmentally friendly as there are only print and shipping costs for actual sales
- It enables more power to self-publishers who want to get their books out there for little startup costs.
- Short print runs from as few as one copy
- Out of print titles can be brought back to life
- Library demands for small quantities can be met
- Exclusive editions for different markets
- Maintenance of copyright
- Pricing flexibility
- Stock available within 48 hours*

Application

- Adobe Acrobat Professional with Pitstop
- Photoshop

Different Specifications

- Lightning Source Inc
- Barnes & Noble
- Print on Demand World wide

General Specification

Body Text

- All pages should be in 600 DPI (bitonal)
- First page should be text page
- Total no. of pages should be divisible by 2
- Match thumbnails page numbering with printed page numbers in the book
- Page sequence
- Set the trim size
- Set the alignment as per client's specification
- Colour images should be CMYK mode
- All fonts should be embedded
- Adding metadata details

Cover

- Cover pages should be in Colour (600 DPI)
- Template to be used based on Client's specification
- Set trim size
- Convert RGB to CMYK mode
- All fonts should be embedded

Comparison chart

Details	LSI Spec	B&N Spec	General (Online)
A. <u>Body file Process</u>			
Input should be in high resolution @ 600 DPI / Print text PDF	✓	✓	300 DPI
Text pages should in Bitonal (B/W) and halftone/plates should in Colour/Grayscale [JPEG mode].	✓	✓	300 DPI
Set Trim size	✓	✓	✓
Set the pages Alignment [folio set] as per client specification	✓		✓
PDF metadata information will be added	✓		✓
All the fonts to be Embedded	✓	✓	✓

The total number of pages should be divisible by 2	✓	✓	
File Naming conversion as per Spec.	✓		
Check thumbnail pages for numbering and navigation	✓		✓
Make sure the output of the POD files are in CMYK	✓	✓	✓
Bleed Marks	✓		✓
B. <u>Cover</u>			
Cover pages should be in Colour (600 DPI) / Print text PDF	✓	✓	
Template to be used based on Client spec	✓	✓	
Match the Trim size as per client spec.	✓	✓	
Cover JPEG to be Flattened	✓	✓	
Convert RGB to CMYK mode	✓	✓	
All fonts should be embedded	✓	✓	

Process Flow:

Scanning

- Scan the all the pages at 600 DPI (Destructive / Non-Destructive)
- Text pages to be scanned in Bitonal (B/W) [tiff images] and halftone/plates to be scanned in Colour/Grayscale [JPEG mode].

Cleanup

- Text/Border Clean-up and skew removal will be done in the scanned tiff images.

PDF Creation

- PDF will be created using Abby Fine reader 7, from the scanned tiff images.
- Trim size will be set in the PDF output
- Colour images will be cropped from the JPEG pages and composite will be done in to the Bitonal pages to match the pages as per input file.
- PDF metadata information will be added

Page Setting

- Set the pages Alignment [folio set] as per client specification
- Thumbnail option and page numbering will be set
- The total number of pages should be divisible by 2.

Font embedding

- All the fonts to be Embedded using Adobe Acrobat Pitstop.

Quality check

- Run the Pit-stop report and fix all the errors (report will be saved in the server)

File Naming

- File Naming conversion as per the client requirement.

Cover Process

- Cover pages to be scanned in Colour (600 DPI)
- Template to be used based on Client spec
- Match the Trim size as per client spec.
- Cover JPEG to be Flattened
- Convert RGB to CMYK mode
- All fonts to be embedded
- Set the JPEG in CMYK (match as per body file)
- All layers in a JPEG file should be flattened
- Convert color to CMYK – No RGB
- All fonts should be embedded

Thank you!