

Ink Jet Solutions for Games Management



market sector



The Winning System

In-line digital games management from Domino is an innovative, new way of printing promotional games directly on to consumer packaging, newspapers and magazines in-line on the press by using non-contact, high speed ink jet printers. Fully variable information, including sequential numbers, text and graphics can be pre-stored on a PC and downloaded to the ink jet printers during normal production. The result is an 'in-product' games concept offering added value at only a fraction of the cost of separately printed game cards.



Popular and Relevant Games

Due to the greatly reduced lead times, games can now be designed quickly around current events or themes to stimulate interest whilst providing a faster response to the competition.



Increased Sales and Customer Loyalty

Millions of people play promotional games each week. Ongoing games will encourage even occasional readers to purchase your product on a daily basis. FMCG products such as confectionery will attract new consumers and increase sales volumes. A promotional game adds differentiation in a competitive consumer market place.



Significantly Reduced Costs

As the Domino ink jet prints the games directly onto the packaging, paper or magazine, there is no need for expensive insertion equipment and no cost will be incurred on separately printed cards.



Additional Revenue

Advertisers can be encouraged to sponsor games. Let them donate the prizes and you gain from the additional advertising revenue, or further revenue can be generated by linking the game to premium call rates for the winning number.



Faster and More Reliable Production

In-line games eliminate the need for third party printers to meet delivery schedules and loose game cards that may be lost or fall out during transit. For the ultimate security, the data/information can be coded for password verification.

Games Consultants

Domino works with a number of internationally recognised games designers. They will help to provide a service from initial design to data file creation, data security as well as insurance services.



How Does it Work?

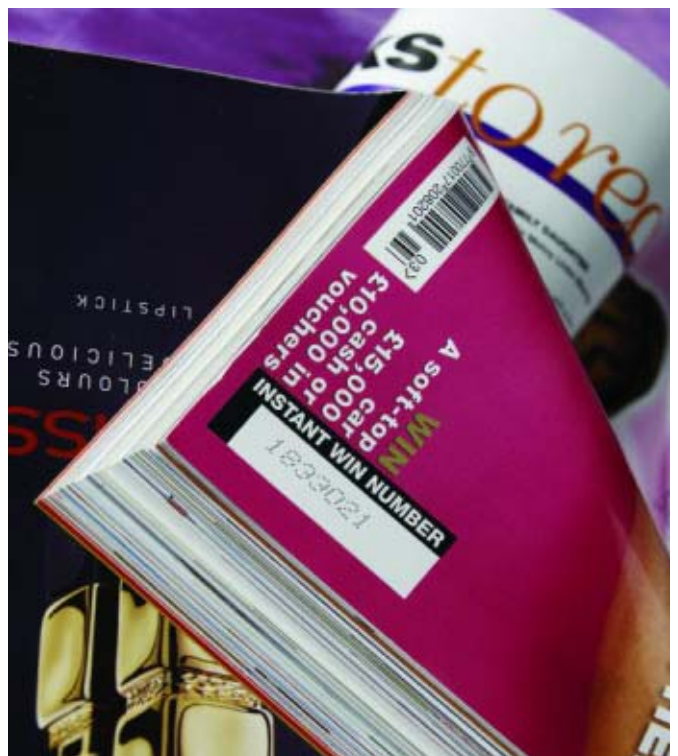
Each Domino printer is capable of running at production speeds in excess of 14 metres per second. A compact print head is attached to the ink jet printer via a flexible six metre conduit and is remotely located over the sheet or web on the printing press. Interfacing to a product sensor and encoder, the printer jets messages on to the product in the specified sequence. Custom systems also incorporate the ability to transfer games data from press to press in order to maximise production efficiency.

The games management personal computer has a removable hard disk or network connection and is normally mounted remotely in a sound haven or production office. Each system is capable of controlling up to twenty separate ink jet printers. This includes the possibility of having more than one ink jet printer on a press for printing multiple games on a single product.



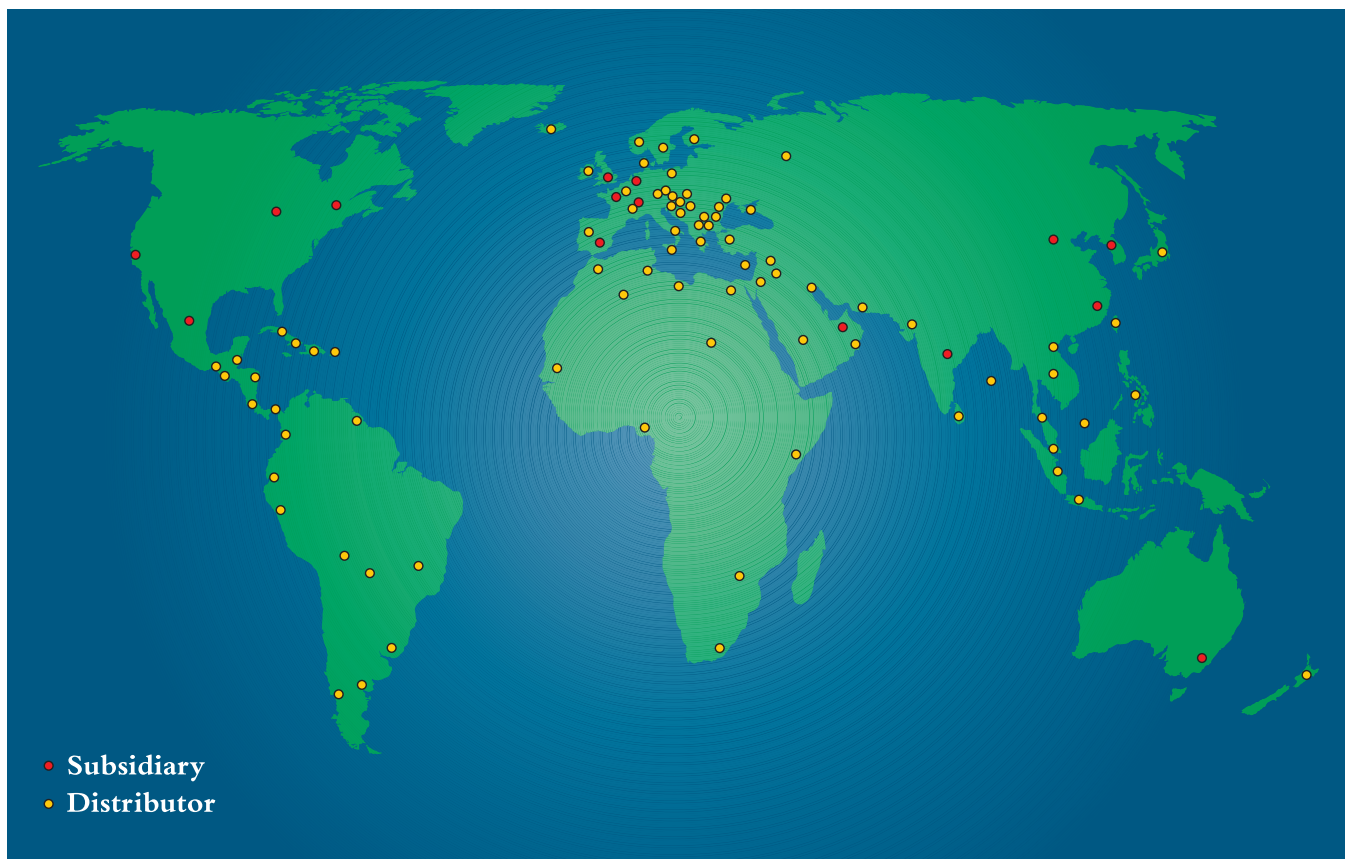
System Options

- Unique Domino Freeform system for superior print quality
- Print position controller - allows adjustment of print positions from press sound haven during operation. For newspaper presses, also facilitates straight/collect operation as well as print pause
- Additional print positions



Domino Worldwide

Through an extensive global network of subsidiaries and distributors, Domino operates in over 120 countries. This network offers customers both sales support and access to highly skilled service teams, providing technical support packages to suit the varying production environments and customer requirements across the world.



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