

## IMPZ TARGETS 3P INDUSTRIES IN INDIA

DUBAI — In an initiative to gain investments from the Indian printing, packaging and publishing sector (3P), and to raise awareness of the free zone's unique value proposition, the International Media Production Zone (iMPZ) recently participated in the Printing and Allied Machinery Exhibition (PAMEX 2006) held in Mumbai, India.

Organised by the All India Federation of Master Printers (AIFMP), PAMEX showcased state-of-the-art printing equipment from India, Japan, China, Korea and other countries in South Asia. It also served as networking forum for the exchange of industry specific ideas, information and techniques.

During the five day trade fair, iMPZ — member of Dubai Holding and arm of TECOM Investments — held a series of meetings with decision makers of the printing, packaging and allied industries. The discussions highlighted strong investor interest in iMPZ's pre-built units that proved to be the high point of its participation in the exhibition.

Hamad Huraiz, Executive Director of the International Media Production Zone said: "The event provided an excellent opportunity to gather information on technology updates, market perspectives and industry specific developments. The iMPZ concept and its investor friendly offerings received positive responses; we look forward to welcoming investors from the South Asia region to establish operations at the free zone."

Source: Khaleej Times

## IS THE BOOK ABOUT TO CLOSE ON THE PRINT WORLD?

Much as I hate to state the obvious, you are reading a newspaper. It is a format which, for the last 401 years, has resisted the attempts of other information media to knock it from its perch. It has survived the arrival of more immediate means of delivering news a number of times.



Radio, television and, most recently, the internet have all failed to bring about the death of newsprint so far. True, in some parts of the world, advertising revenues in webland have started to exceed those of print media, but there is nothing to suggest that this will be a real obstacle to the ongoing popularity of newspapers and magazines. Can it really be that print is an immortal medium?

We live in an age of increasingly wireless communication. News websites can be viewed on the ubiquitous mobile phone, desktop bulletins are immediate and accessible. You can be sent sports scores and international politics updates

by text.

Yet huge corporations continue to pursue print media. Why? Well, you can't swat a fly with a laptop and, more to the point, we humans are creatures of habit. These days, I do read the newspaper online. I also read it in print. I'm a news junkie, and I'll get my fix any way I can. Yet there remains a Luddite streak, particularly among the older generation, which causes people to shy from new electronic media. It still carries the burden of unreliability (when was

the last time a copy of 7DAYS ran out of batteries while you were reading it?), and there is comfort in getting away from the screens which dominate our working lives, strain our eyes and give us headaches.

And there's the problem – we don't like screens. They flicker and shudder and whine and glare. They're either big and cumbersome, or so small they give you brain-ache. And they're attached to computers, which crash, a fortune yet to cripple any tabloid I've met. So it seems that this moment in history is not the best to launch eBooks into the market, novels uploaded to a portable device and relayed, page by page, to a screen. Can the oldest form of portable entertainment really combine with the latest technology to get us to change our minds? If we're hesitant to read the news online, what chance is there for 'War and Peace'?

Sony isn't listening – and perhaps with good reason. For the Japanese electronics giant is not using a traditional screen which flickers and shudders and whines and glares. It's using E Ink. And E Ink may just transform our reticence into a warm embrace.

E Ink is clever stuff. Imagine a bath full of water. On the bottom of the bath are thousands upon thousands of black marbles. On the top float a similar number of white polystyrene balls. Now imagine that you can programme each white and black ball to change places at will. That's how E Ink works.

The big test for Sony's Reader (pictured) will be the availability of titles that people want to read. Their press photography displays a page of Dan Brown's phenomenally popular 'The Da Vinci Code', which suggests they're on the right track, and Sony has reached agreements with a number of major publishing companies to make more than 10,000 eBooks available to download.

It's just been released into the American market (for around US\$350) in time for the holidays and should be rolled out globally next year, pending success.

**Source: 7 days**

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