



# Digitally Modulated Screening Hamillroad Software, 2010-2017



# Introduction – Part 1

## What is Digitally Modulated Screening? (DMS)



# What is DMS?

Think of TV and watching films:

- Everyone had standard analogue TV and were content with it, but it had limitations
- Some were bigger and some were smaller, but they were all limited by their signal quality
- To get a really high-end experience with a film, you had to go to the cinema
- But this required specialist equipment and couldn't be used for watching everything



# What is DMS?

Then came High Definition Digital TV:

- Suddenly, there was no comparison
- Everyone switched to HDTV
- Films were fantastic, but so was watching 'The News'
- You didn't go back to your old analogue TV to watch some programs and use your new HDTV to watch others
- You watched all your programs in HDTV



# What is DMS?

Think of print and printing:

- Everyone prints 175 lpi (or 200 lpi) and are content with it, but it has limitations
- Some are bigger and some are smaller, but they are all limited by their dots
- To get a really high-end experience with print, you have to go to specialist screening, such as stochastic or high lpi hybrid
- But this requires specialist equipment (high end CtP devices and high end plates) and can't be used for printing everything



# What is DMS?

Now comes DMS. It's the HDTV of the print world:

- There is no comparison to AM, FM or XM (or anything else)
- Printers are switching to DMS
- Printing 'auction catalogues' is fantastic, but so are printing 'letterheads' and 'compliment slips'
- You don't go back to your AM screening to print some things and your DMS to print others
- You print everything with DMS



# What is DMS?

- HDTV changed the worlds viewing experience
- DMS is changing the worlds printing experience
- It's basically a new paradigm in printing
- If offers perfect printing
- Whatever you print



# Introduction – Part 2

What is Digitally Modulated Screening about?  
(DMS)





# What is DMS about?

- DMS is not just about high image detail
- DMS is not just about quality (smoothness) of result
- DMS is not just about extended tone range
- DMS is not just about wider color gamut
- DMS is not just about plate stability
- DMS is not just about press stability
- DMS is not just about ink saving
- DMS is not just about 'doing FM' (to eliminate moiré)
- DMS is not just a high end screening solution for special jobs



# What is DMS about?

- DMS is about incredible image detail - the equivalent of 400+ lpi
- DMS is about high quality print, with ultra-smooth images & flat tints
- DMS is about a complete tone range from 0 to 100%
- DMS is about a wider color gamut
- DMS is about being easy to plate, on thermal or violet plates
- DMS is about being easy to print and control on press
- DMS is about ink saving
- DMS is about eliminating moiré, both content and screen
- DMS is about printing, whatever the job



# What is DMS about?

- It's about printing 'high end films'
- It's about printing 'the news'
- And it's about printing 'everything in-between'
- It's about offering your customers a 'HDTV' experience
- That means they come back to you time after time after time
  - to print more 'films'
  - to print more 'news'
  - and to print more of 'everything in-between'

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