

Edition of 1 – Project Cicero

Cicero features the year with 160,000 individual covers

»It's a spectacular experience since there has never been a magazine that had 160,000 different covers before. There's never before been a magazine that progressed 50 million pictures. And there's never been a magazine that produced more than 10,000 personalized copies.«

Dr. Wolfram Weimer,
Cicero's chief editor



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Magazines are the embodiment of mass production. Are they really? Swiss publisher Ringier – a usual suspect when it comes to avant garde publishing – dares to differ. With the dezember 2007 edition of Cicero, Ringier demonstrates just how unique a mass product can become. The Magazine for Political Culture was published with individual covers – and not just with 10 or a hundred variant covers but in the complete edition of 160,000 copies. Putting an idea like this into practice asked for reliable partners. Most notably, this was Hewlett-Packard. As solution partner, HP not only provided enough memory for the gigantic amount of data and the computing power to handle the pictures but also the very means that made a project of personalised printing of this magnitude possible: HP Indigo digital printing technology.

The Year in 160,000 Pictures

The end of the year was chosen as the ideal occasion for the project, as all TV channels and magazines compete in presenting the most emotional moment, the most important event or, in a nutshell, the most expressive picture of the year. And while all other media were forced to make a small selection out of an endless number of images, Cicero is able to present them all. To Martin Pfaff, Head of Publishing, the magazine succeeds in bridging the gap between the flood of visual information and the single, relevant moment. "Every reader", Pfaff explains, "has a very own picture of the year on his or her cover and is also part of an art concept that encompasses a flood of images as yet unseen." The mass product magazine reflects the diversity of reality. And the concept of the "picture of the year" is presented in a way that has never been done before.

A Record-Setting Project

The background of each cover is formed by a carpet of foto patches – a selection out of 50 million pictures. A figure that is only one of the project's many records. "First of all", Wolfram Weimer, Cicero's Chief Editor, explains, "it's a spectacular experience since there has never before been a magazine that had 160,000 different covers. There's never before been a magazine that processed 50 million pictures. And there's never been a

magazine that produced more than 10,000 personalized copies." Weimer points to another exciting idea that was realized in the project: The greatest minds in politics, economy and the media received a copy of the Cicero magazine that sported their very own picture on the cover. This personalization posed an additional challenge as each and every magazine of the VIP edition had to remain traceable throughout the whole production cycle. Serial numbers and bar codes ensured a correct distribution. The back cover of the magazine, created in digital printing as well, offered additional room for innovative ideas. Carmaker BMW enthusiastically took part in the project and used the back cover to present the new BMW Coupé – with a unique ad for each reader. Never before in the history of advertising did any ad have that many variations. And even the spines of the magazines were individualized – each copy displayed a strip of Stephan Kaluzas monumental "Rhein-Bild". For this picture, the German photographer followed the course of the river Rhine from its source to its estuary, taking photographs of the rivers many faces and creating a unique panorama with a combined length of four kilometres.

Managing the Data Flood

The "pictures of the year" were provided by Reuters. The news agency offered all images from 2007 – this amounts to a printing data volume that would have filled 14,700 CDs. One of the projects greatest challenges therefore was storing, managing, and processing the covers. While HP StorageWorks MSA Storage Systems with a capacity of 9 terabyte were used for storing the images, 10 HP xw4400 Work Stations enabled the Cicero staff to view and index them.

High Value with Perfect Looks

For some years now, CeWe Color, market leader in the field of industrial photo finishing, has been using HP Indigo digital printing technology as the ideal means of producing sophisticated photo products. With this successful cooperation in mind, there was no question as to the means of production for the Cicero project. The important advantages of the Indigo printing technology



»A lot of our customers are interested in taking part in unusual, innovative projects.«

Martin Pfaff,
Head of Publishing



HP Indigo printers guarantee that the quality of the covers matches the perfection of the inner pages produced by offset printing.



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are not only its impressive printing speed and its automation of production, but also its superior printing quality: The high value magazine with a price of 7,- EUR simply had to have covers to match the quality of the offsetprinted inner pages. This high quality is guaranteed by the Indigo's PANTONE®-licensed 6-color printing that emulates PANTONE®-colors using orange and violet in addition to CMYK. CMYKcm processing permits soft, brilliant and vivid rendition of bright images, color gradations and skin tones – the characteristics of high quality photographs. In addition to CMYK, the additional colors light cyan and light magenta can be used for this purpose. The Indigo supports up to seven colors, thus permitting the use of special and spot colors. Pfaff is thrilled: "I am incredibly happy – it really feels like having a baby. Every copy the machine is producing is completely unique. And for the first time we also decided to varnish the magazines. And that makes them look like – as I like to put it – a lady on high heels." The printing plant Neef + Stumme was responsible for the production of the inner pages. Offset printing presses quickly turned enormous amounts of paper into the heart of the political magazine. With cover and inner pages tightly combined by adhesive binding, the magazine was finally complete. Right to the very last step, the project relied on perfect teamwork as the magazine was supposed to reach the news stands on schedule. And in keeping with the projects success so far, all copies of the special edition of Cicero were delivered right on time.

Whether it's Dialogue Marketing containing direct mailing elements that match the customer's profile perfectly, personalized special editions or just high quality printing products in small numbers – digital printing creates an individual offer for an individual customer. And since today's marketing runs on precision and relevance rather than wide ranges and quantities, digital printing can help advertising, marketing and publishing to really get through and be noticed.

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Martin Paff,
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A Case Study for The Future

„160,000 mass-produced unique copies“, the thrilled futurologist Mathias Horx comments, „that's a project that should get any publishing house ruined. But modern technologies made it possible that a 'production batch of 1' costs little more than uniform masses.“ To Horx, the special issue of Cicero magazine is no less than a "case study for the future". The project's success illustrates how technical options both challenge and inspire to find new ways and new means of communication. We have just begun to discover the potential of digital printing – ranging from publishing on demand to customized content to whatever the future may hold.



»We just dare to do what no one has done before – we're showing the world that you can produce 160,000 individualized products.«

Dr. Wolfram Weimer, Chief Editor Cicero

The Challenges	The Solutions
Handling giant data volumes	HP StorageWorks MSA Storage Systems with a capacity of 9 tera-byte to store and manage the finalised covers.
A completely individualized printing process with an edition of 160,000	HP Indigo Printers simplify the process by their high printing speed and the extensive automation.
Covers produced by digital printing that match the perfection of offset printed inner pages	liquid ink in offset-quality



HP Indigo press 5500

Your profitable and productive printing solution for high quality printing with up to seven colors in High-definition image quality on a broad range of media.

Technical Specifications

- | Speed: 68 ppm full color or 272 ppm monochrome in one press.
- | Image format: up to 317 mm x 450 mm / 12.47" x 17.7"
- | Paper format: up to 330 mm x 483 mm / 13" x 19"
- | Paper weight: coated 55 lb. – 130 lb./ uncoated 40 lb. – 120 lb.

Color options

- | 4-color printing (CMYK), HP Indichrome six-color printing (CMYKOV), Photo six-color printing (CMYKcm) or customized HP ElectroInks
- | PANTONE® colors: PANTONE®-licensed four-color printing and HP IndiChrome six-color printing

For further informations please contact: cicero@hp.com



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