

PICTORA

HIGH SPEED DIGITAL BOARD REPRODUCTION



GET TO KNOW NOVUS



A new revolution in high speed board printing.

Picture perfect – Pictora by NOVUS. Designed to meet the ever changing demand for high speed digital printing, the Pictora is an innovative, versatile, highly efficient and practical printer that will propel your business and profits to new heights. Pictora utilizes state-of-the-art greyscale digital inkjet print technology to provide the best image quality at the fastest speeds possible. Pictora features 10pl drop size print quality for photo-realistic imaging. Target markets include: home decor, yard signs, directional signs, POP, packaging, photo and fine art reproduction. Pictora is unique – no other product on the market can compete in this space at the same speeds, ink cost and price point!

PRODUCTIVITY

High quality yard signs at up to 220 boards per hour. Designed to run unattended for as long as the loader has material and the buffer has images.

MATERIAL HANDLING

Auto loader/unloader with 24" stack height and 150 lb. capacity. Adjustable pick and place vacuum cups. Convenient one-up station for samples and special materials.

CUSTOMER SUPPORT

Comprehensive on-board and remote diagnostics enable quick and easy resolution to most production problems. Vision print head alignment allows print heads to be replaced and aligned in as little as 10 minutes. Pictora is proudly made in the USA and backed by NOVUS' one-year limited warranty.**



INK COSTS

One of the questions asked during the sales cycle is the ink cost per square foot. This question is very difficult to quantify as every image is different. Heavy dense images will use much more ink than a light flesh tone image. To help demonstrate the real ink costs involved, we ripped the following images and used the RIP software to determine the amount of ink used and the respective ink costs per square foot.

Image Size	Ink Volume	Ink Cost/L	Cost/SqFt
24" x 12" 2.0 sqft area	1.45 ml	\$120	\$ 0.09

Image Size
14" x 24"
2.3 sqft area

Ink Volume
0.531 ml

Ink Cost/L
\$120

Cost/SqFt
\$ 0.03

Image Size	Ink Volume	Ink Cost/L	Cost/SqFt
24" x 16.5" 2.75 sqft area	3.906 ml	\$120	\$ 0.17

Image Size	Ink Volume	Ink Cost/L	Cost/SqFt
24" x 19.2" 3.2 sqft area	3.83 ml	\$120	\$ 0.14