

## A letter from the Editor

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In the present June issue one original scientific and two research papers are published. The first article is dealing with print optical density, the well-known quantity used as a measure of the thickness and optical impact of the printing ink on the substrate; here, it is determined by using scanner and regression models instead of traditional measurement by densitometer.

The second paper shows the results of using multi-criteria methods for choosing the right option from different conventional and digital printing machines.

The third paper is based on the study of digital transformation adoption towards the broadcasting industry in Sri Lanka, however, the methods used and interesting findings are not geographically or nationally limited and can be taken into consideration more generally in any study of digitalization of media industry in modern society.

In the News&more section of Topicalities edited by Associate Editor Markéta Držková (marketa.drzkova@jpmtr.org), an interesting overview of the EU-funded projects confirms the role of contemporary printing technologies in research and development of new technologies in various areas. However, the role of printing in EU-funded research projects is a few steps beyond its “traditional” understanding as an activity bringing “added value” to paper or maybe as a declining kind of media, communication, or information technology. The modern keywords related to printing are: printed electronics, 3D printing, bioprinting, ... Complementary to the projects supported under the Horizon 2020 programs, the activities of SmartEEs association and the information on the newest report published by Intergraf are kind of confirmation of the current and future trends.

Also in the Bookshelf, an overview of new books is mainly based on new technologies, that maybe are not directly connected to traditional printing, however, the information on modern materials, technologies, and approaches in design is crucial for successful research work.

Traditionally, three academic dissertations are presented. A selection of doctoral dissertation topics also shows alteration from traditional topics and possible directions in the future development of our research fields.

The first one presented, on the use of printing methods for component fabrication for optics and electronic applications, was defended by Pauliina Vilmi at the University of Oulu, Finland. Tomislav Hudika defended his thesis on the use of nanocomposite coating on cardboard and its effect on packaging characteristics at the University of Zagreb, Croatia. The thesis on 3D printing and texture modification of cereal-based matrices was defended by Ahmed Raouf Fahmy at the Technical University of Munich, Germany.

An overview of the Events is a confirmation of the “normalizing” of our life after the pandemic. The list is a bit shorter, however, there are opportunities for attendance and cooperation at many well-known and recognized events worldwide. Among them is the September joint conference of **iarigai** and International Circle in Wuppertal, Germany. We are expecting a number of contributions from young as well as experienced researchers in print and media technology. All authors are also invited to submit their full papers, upgraded and extended, for publication in the Journal. On this occasion I would like to point out a small, but maybe significant difference between the conference contribution and a paper published in the Journal. The main role of the conference contribution (and paper or extended abstract published in the Proceedings) is to present the first promising results of the research, open questions, and discussion, and build a network of friends and partners for possible future cooperation. The paper published in the Journal is a confirmation of a successfully finished research project and a possible reference for future research in the same field. We need both and I hope we will come together to the Conference and receive many interesting manuscripts for publication in the Journal in the forthcoming months.

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