

Scientific Research and Experimental Development (SR&ED)



Printing Sector

We have been doing experimental development to repurpose and modify existing newspaper and flyer-printing technologies in order to combine them into a single highly automated production process that we call a hybrid process. In this process, the same printing equipment can now use both heatset and coldset inks. In parallel, we developed new web press printing capabilities using UV curable inks. The results of these efforts can already be seen in some of our products. With these technological advances we can offer our customers products that stand out in the marketplace.

Interactive Sector

In Fiscal 2010 we worked on developing the technology needed to improve the performance of our Web-based platforms and optimize our existing equipment. We were able to enhance the performance of our Internet content federation platform so that it can now support up to five million queries a day. We also continued to develop systems for the mass dissemination of personalized emails to help our customers reach their target audiences. With the software developed in this sector over the past year we can now send out nine million personalized emails a day, with specific and increasingly rich content. We also began developing applications that will enable our customers to ride the wave of the new social media. Plus, we ramped up development to distribute content to smart phones like the iPhone, BlackBerry and Android, with and without geolocation.

Media Sector

We mainly focused on standardizing the server platform for hosting our many websites. We also continued the work begun last year to develop technology that will combine geolocation and advertising content federation in a new and easy-to-use way that goes far beyond usual practices in this area.