#68

Technologies Changing Your Business

by Howie Fenton
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NAPL is a not-for-profit trade association providing companies with the strategies, insights, and guidance to make informed business decisions, minimize risk, anticipate change, and profitably grow their business.

Have you seen us lately?
If you get the chance – stop by the booth 862 and say hello!

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Preview

This symbol

new

means newly added slide, which is not in your handout.

- **Computer-based technology**
- **Printing-based technology**
- **Automation technology**
- **Web-based technology**
- **Digital Printing technology**

For an updated handout give me an email address - that will not block an attachment

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New Tech Must Answer Need

"I'm not gonna pay a lot for this muffler"
- Same quality or better but not cost more

"Are you talking to me?"
- I need to stand out… want more bang for my ad bucks

"I feel the need ... the need for speed"
- Faster - both proofs and final products

To continue to participate in production
- Design, digital camera, set type, scan, correct, proof

Greater convenience
- Do more on line (transfer files & proof)
- Print just what I need, when I need it

Increase my customer retention
- Studies show customers stay for 3.1 years
- Then costs 7-11 x more to acquire new

Computer-based Technology

Computer Trends

- General
  - Desktop computer sales dropping as laptops increase
  - Online retail sales in the 02 totaled $96 billion
  - Worldwide market for handheld devices will climb from 12.9 million in 2000 to more than 63.4 in 2004
  - 2002 flat panel displays were 20% by 2006 70%
- Personal computer use for design
  - 80% designers use Macs - 20% PCs
  - 60% use QuarkXpress (dropping to InDesign)
- Companies switching to less $ servers
  - +9% increase small servers (>$25K)
  - +7% increase midrange ($25-$500K)
  - -14% high end (+$500K)
- Linux usage increasing
  - Linux servers generated $960 million in Q4 2003
  - Revenue up 63%, shipments up 52%

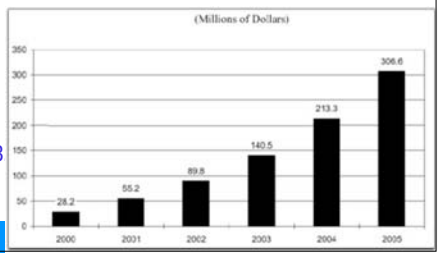
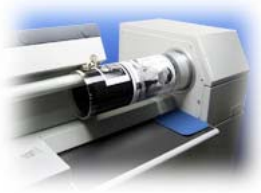


Image Acquisition

Drum scanners have higher resolution and can capture a greater dynamic range than less expensive flatbed scanners

Drum (PMT) for 35mm slides & transparencies

Flatbed (CCD) for 4 x 5 or larger reflectives



Digital camera use is soaring

- **Worldwide sales digital hit 50 million units in 2003**

Everyone needs to master digital camera usage

- **Users have to learn more about lighting, calibration and color**
- **Service providers need to learn more about fixing color casts and automating the process with batch functions and profiles**

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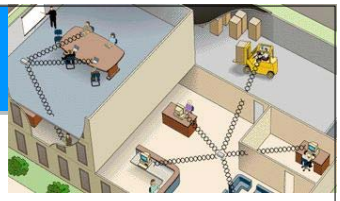
Networking

- PCs will not the only broadband drivers
- New technologies (PDAs, IPods, cell phones)
  - Wi-Fi hot spots, WiMax, 3G, VoIP
- 1 billion Multi-media mobile phones by 2010
  - games, photo messaging, streaming audio / video, ads
- Disruption in long haul carriers from VoIP
- Convergence of mobile mail & enterprise data services

Wi-Fi



- Wi-Fi 1st meant Wireless Fidelity
  - today is used for Wireless networking
- Allows you to log onto a network or the web
- Standards
  - 802.11b - 11 Mbps (300 feet)
  - 802.11g- 54 Mbps, shorter distance
  - IEEE P802.11n - 320 Mbps
  - IEEE 802.16 - miles not feet, into homes
- Issues - Security
  - Best tool today WEP (Wired Equivalent Privacy)
- Best usage
  - Alternative to wiring for some buildings and traditionally "un-networked" areas i.e. front offices, warehouses
  - 2003 equipment sales = $2.5 million, up 40%

WiMax

Wi-Fi = Wireless Fidelity
- today = Wireless networking can log onto a network/web

Standards today for short, fixed distances
- 802.11b -11 Mbps (300 ft), 802.11g-54 Mbps,150 ft

Longer distance standards WiMax (2006?)
- Distance measure in miles not feet, into homes & phones
- Could become as popular as today's cell phones
- 1 for fixed wireless into homes & offices (802.11-2004)
- 1 for mobile units (cell phones / PDA 802.16)

Disney running beta tests in S. California
- Network spans 2 miles

ZigBee Applications

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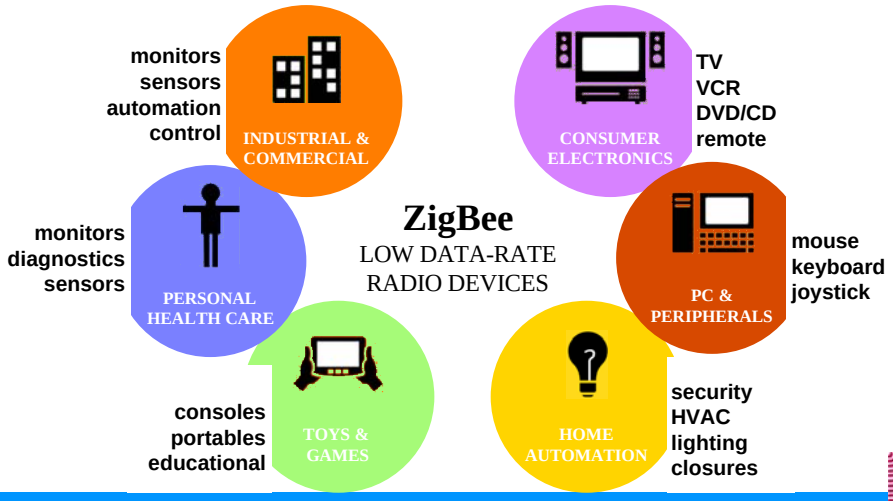
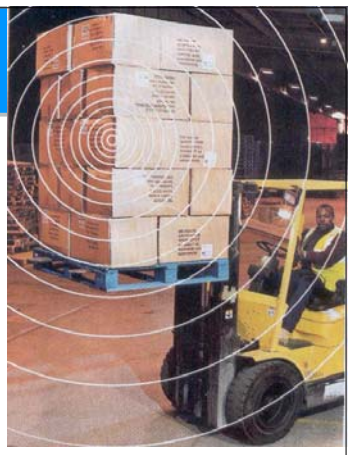
Over 50 companies to enable cheap, low-power, wireless networking for monitoring and control products



RFID

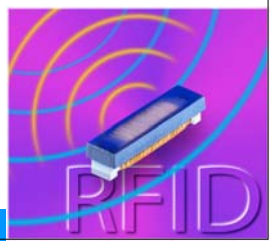


RFID (radio frequency id)
- Has been around since 60's
- Getting smaller & cheaper ($.05-.10 when buying 1 billion)

Can be used to
- locate stuff (photos, catalog samples)
- monitoring production (plates) or pages through the plant
- shipments out the door

Initially for palettes

Ultimately component and product



Larger DVDs for Hi Def. TV

Current DVD drives use red lasers (630 to 650 nm)
- store 2.3-4.6 Gb, good for movie or computer data

But for Hi-Def TV need larger capacity
- Easiest way to increase density is to switch to shorter-wavelength lasers (Blue or violet), to increase capacity 15 GB of data / side

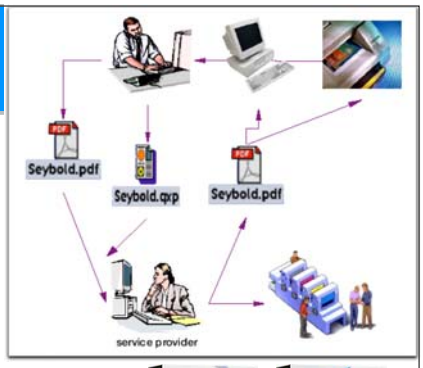
New Blu-ray consortium created:
- Sony, Matsushita Electric (makes Panasonic products), South Korea's Samsung Electronics and Dutch Philips Electronics.

Good news
- Larger capacity DVD drives coming

Bad news
- There could be another format war, which slows acceptance
  - Currently 4 DVD formats DVD-R, DVD-RW , DVD-RAM, DVD+RW formats
- Not compatible with all older formats
  - Sony's can read DVD-R and DVD-RW but not DVD-RAM or DVD+RW
- Until demand increases it will cost 6-10 more money

Printing-based technology

PDF



- **PDF files are smaller and easier to send for output or to receive for monitor (soft) proofing**
- **Acrobat 6 & 7 decreased bad PDFs**
  - **PDF/X-1a & built in preflight - decreased the # of bad files**
  - **Server option - facilitates more consistent creation**
- **Tomorrow**
  - **Will continue to evolve and become defacto file**
  - **PDF/X3 will enable CMS workflows**
  - **In printing increased use for file submission and increased use for proofing and will enable automation of high end workflows (JDF)**
  - **Better tools to preflight and repair PDFs will emerge**

PDF Creation Problems

new

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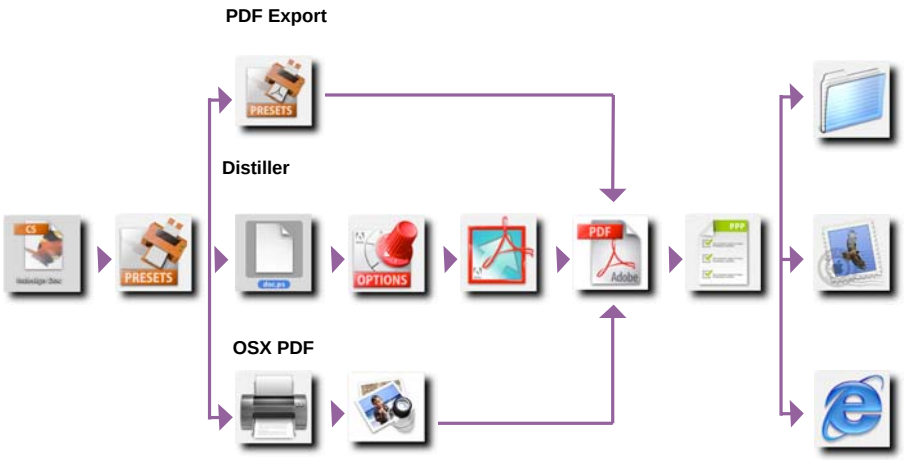
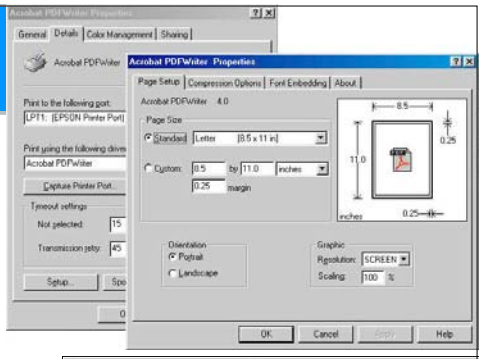
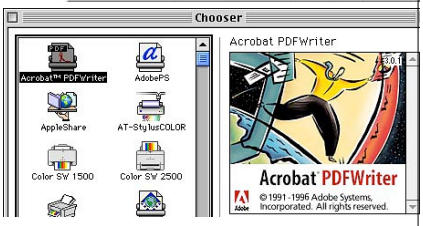


Good & Bad PDF's



- **Bad : PDF writer, not PostScript**
  - Files based on OS
    - Mac QuickDraw or Win GDI routines
  - EPS render at screen res (jaggy)
  - Masks in EPS files disappear
  - Subsets fonts (if LT 35% char) used
  -
- **Good ways**

  Create PDF (Mac), PDF Maker (PC),
  Print to Distiller (PC) Create PDFx/1a
  Acrobat Server - everyone makes it the same
  Get server provider for settings file, create PostScript, 2nd create PDF file



Best - Acrobat 6 & 7 Pro version ability to create and preflight PDF/X-1a files

Preflight or "Certifying" PDF / JDF

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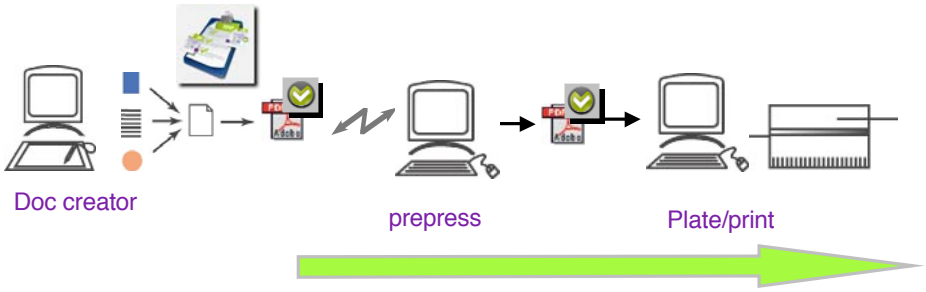
new



Source: Enfocus

PDF/X standards

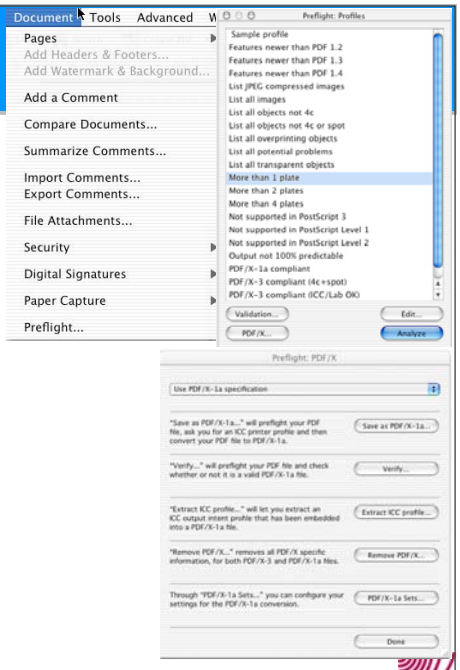
2 standards

- **PDF/X-1a: - embeds all fonts, CYMK & spot colors**
- **PDFx-3 - allows embedding of ICC profiles**

These are designed to limit the file creation options for pdf files in other words make more reliable pdf files

Acrobat 6 & 7 Pro version

ability to create and preflight



Problems With Color

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too bright, too blue / too red, too saturated / darker, less saturated

CMS Workflow & Tools

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Easier		Harder		
Scanner/ Digital camera	Monitor	Proofer	Output Device	Press

CMS software, spectrophotometer, colorimeter, densitometer

CMS Usage

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- **According to Trendwatch 2/3 publishers, design and printers do not use CMS**
- **Why**
  - **Expensive equipment**
    - **spectrophotometer, densitometer, software**
  - **Many people in the process need to use**
    - **photographer, designer, prepress, press**
  - **Printers requires more work (process control)**
- **To complicated - Need to know**
  - **Which software works together**
  - **Need to agree on color space**
  - **Have to change defaults in multiple programs**
  - **Should you use it in PDF files**

Source: Trendwatch 2004, Color Management: Another Gray Area

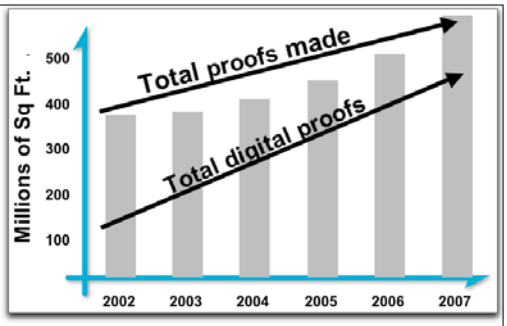
Digital Proofing Small Printers

Proofing is growing for all printers

Digital more then traditional

Adoption rates are determined by type of printer and size products

In general small printers use more laser devices



Proofing Methods	Rating
Color Copiers	6.8
Thermal Wax Devices	6.3
Laser Printers	5.6
Ink Jet Printers	5.4
Dye-Sub Prints	3.7

Source: PrintImage's 2001 CTP Report, 2/01 issue of *Quick Printing*

Spec's for Digital Proofs

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Not well known there are written instructions about how to achieve SWOP - like results

For certain devices

Need to use process control and check for density, dot gain and print contrast

Color	Recommended Density	Tolerance
Cyan	1.38	+ or - 0.05
Magenta	1.52	+ or - 0.05
Yellow	1.03	+ or - 0.05
Key	1.54	+ or - 0.05

Color	Recommended Dot Gain	Recommended Tolerance
Cyan	23.70%	+ / - 2.0
Magenta	21.10%	+ / - 2.0
Yellow	15.80%	+ / - 2.0
Key	22.40%	+ / - 2.0

Color	Recommended Print Contrast	Recommended Tolerance
Cyan	31.20%	+ / - 4.0
Magenta	37.50%	+ / - 4.0
Yellow	33.00%	+ / - 4.0
Key	36.40%	+ / - 4.0

www.swop.org/certification.html

Digital Proofing (Big Printers)

Declining

- Expensive film based proofs, digital proofs (i.e. $60+/ea.) & digital proofers (i.e. $100+) are decreasing in usage

Increasing in use

- soft proofing and large format inkjets
- some app - inkjet the best predictor - stochastic / web

Remote soft proofing mainstream for some companies

- Some jobs only soft proofed (Hollywood reporter)
- On Feb 16 2005 Time announced it would only use SWOP certified monitor proofs

Tomorrow

- Not only SWOP certified but GRACOL certified inkjet*
- Inkjets will increase in quality, consistency, & speed
- Better soft proofing systems & more soft proofing **

*PI 1/19/03, **KPG Whitepaper: www.kpgraphics.com/info/WhitePapers/mpv_white_paper.PDF

Remote Proofing Benefits & Features

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Advantages Remote Proofing
- Cuts 1 -2 days off schedule
- Reduces costs
- Enhances collaboration: multiple people, multiple sites

Basic features
- e-mail notification
- approval reporting
- CMS profiles
- simultaneous viewing
- activity tracking
- on-screen densitometer

Advanced features
- Streaming technology (faster)
- ASP or server based (where does the file sit)
- Advanced collaboration
  - Multiple people & sites, mark-up ability
- SWOP certification

Soft Proofing Options

Stand Alone Solutions
- KPG Real TimeProof suite
  - Classic (server), ASP (RealTimeProof), Express (hi-volume)
- Integrated Color Solutions, Remote Director software
  - software-only solution, using specific monitors
- Dalim Dialogue -
  - Server-only solution, viewed with Web browser
- Proof-it-Online is an ASP
  - works with FlashMark Viewer Web browser plug-in
- Cyan Soft eProof
  - uses RapidImageView streaming technology
- GroupLogic's Imagexpo generates a static bitmap
- Lucid Dream's OnTimeProof for any 1-bit TIFF RIP
- CGS Publishing Technologies offers ORIS Soft Proof

Workflow systems with soft proofing features
- Creo Synapse InSite
- Agfa Delano
- EFI OneFlow
- Heidelberg Remote Access for Prinect Printready system
- Hamilroad Software has FirstPROOF for Harlequin RIPs

RIPs vs. DFEs

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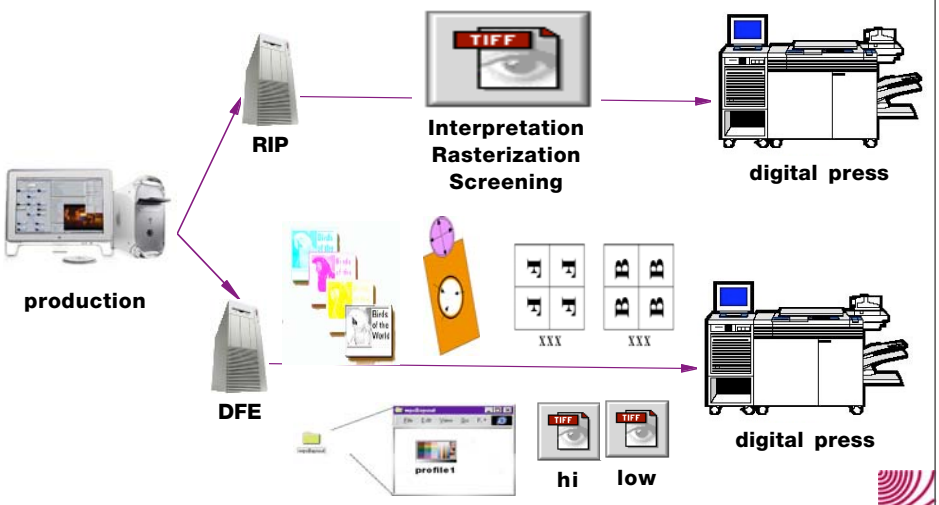

Computer to Plate

Pros

- Fast imaging (shorter make ready)
- High quality (dots and register)
- Flexible with FM screens
- Can feed several devices

Cons

- Larger (40”) devices expensive
- Especially when adding automation
- But new smaller and less expensive products coming to market

CTP

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Less $$, more affordable devices

- **Electrostatic are cheap - but not good for halftones**
  - **Xanté Platemaker 3, Mitsubishi Silver DigiPlate**
- **Smaller devices (2-4) are selling like hotcakes**
  - **66% of new placements are going in smaller shops (>50 people) ***
- **Polyester works for many shops**
  - **Great market for used drum imagesetters accept polyester plate material (Agfa SS 5 & 7000)**
  - **Important to get thicker materials (8 - 12 mil) and test on your presses**

Polyester Dedicated devices

- **Alpha Quest PantherPlate/34P**
- **ABDick/ITEK DPM 2000**
- **Esko-Graphics DPX 4**
- **Mitsubishi's SDP-Eco1630II**
- **Printware PlateStream -SC for 2-up**
- **Exxtra EZSetter 300 and 400-series**

Source: State Street Consulting

2-4 up CTP devices

updated

A.B.Dick DPM34 SC/HSC
Agfa Acento (4 up thermal), Galileo VS 4 & Palladio (4 up violet)
Creo Trendsetter 400 (4 up thermal)
ECRM Mako 2 (2 up violet) & DesertCat 44 (4 up thermal)
Escher-Grad Cobalt-4 (4 up violet)
Esko-Graphics PlateDriver Compact (4 up violet)
Fujifilm Dart Luxel T6000 (4 up thermal)
Heidelberg Prosetter (2 & 4 up violet)
OLEC's CTP systems (ink-jet)
Panther FasTRAK/HS (4 up either)
RIPit Computer's SpeedSetters (4 up - violet)
Presstek Vector TX52 (2 up thermal)
Presstek Dimension 200 (4 up thermal)
Screen PlateRite 4300 (4 up thermal)

On Press or Direct Imaging (DI)

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Pros	Cons
Fast turnaround	Images plates for 1 press
Shorter make ready	Only 4 colors
Small footprint	Plate costs
Higher profitability reports	
High quality (dots / register / FM screens)	

Players

- Heidelberg QM DI Plus, Pro, ProSpot, Speedmaster SM 74-DI
- KPG DirectPress 5034 DI
- Ryobi 3404X-DI
- Screen TruePress 344

updated

Chemistry free plates coming

updated

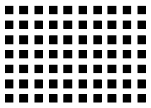
Used to be processor less but most require water rinse, wiping, gumming
Eliminating processor reduces costs, maintenance and process variables
Study that chemistry costs are underestimated for metal devices *
- Chemistry can account for 30% of the price of plates.
- Typical printer spends $40 - $100K/yr. on chemistry

First available Presstek Applause and Anthem (added Aurora)
Today
- **Agfa Azura** a non-ablative, digital aluminum plate that uses a physical process, as opposed to chemical requires a "clean out" or gumming step
- **Kodak Polychrome Graphics** - Thermal Direct no-process plate
- **Xanté Aspen metal plates** - 6-mil aluminum, not -photosensitive—no processing
- **Creo's Clarus PL** require no gumming, processing or post-imaging treatment
- **Hurst Chemical SmartPlate** - processless, polyester plate
- **Konica Minolta** thermal, non-ablative process, with unexposed areas then removed on-press by fountain solution and ink.
- **Glunz & Jensen** - ink-jet computer-to-plate (iCTP) technology
- **Citiplate's photopolymer** - for conventional imaging technologies and thermal or violet CTP platesetters
- **Fuji** intelligent polymer plate "under development"

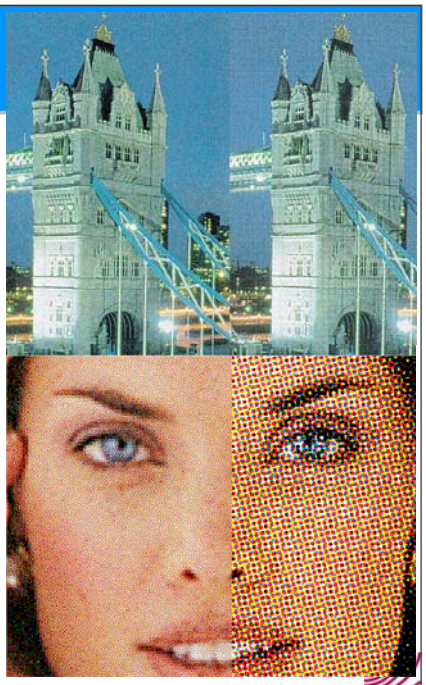
* John Zarwin CTP Plate Making: Understanding the Real Costs"

Stochastic screening

AM frequency fixed



FM frequency changes



No line screens or screen angles

- less moires
- better detail
- no moires
- smaller dots
- less variation
- smoother blends

Usage

- forms, labels, envelopes
- Electronics: speaker grilles, computers, stereos
- Clothing: patterns, knits, checks,
- Glamour: Smoother flesh tones
- Gradients: Better transition of tones

AM, FM, XM

AM (traditional) most forgiving for production for higher quality need higher line screens

FM (stochastic) - less forgiving, smaller dots appears like higher line screens

XM or Hybrids - combine high AM line screens & FM dots in highlights and shadows

Offset Press technologies

new

Small to midsize presses

- CTP (polyester) & DI imaging
- automatic plate loading & blanket washing
- ability to accept CIP3 data & JDF information
- Focus on make-ready and process control
  - gray balance midtone dot gain

Larger presses

- closed loop color
- Hybrid UV inks - < $, no changing blankets or plates
  - Retrofit press with 2 UV lamps and precoater
  - ink over plastics, vinyls & foil dried off the press
  - electron beam 10% energy, less smell and faster than UV
- inline die cutting, inline foil application
- direct drive (auto registration - i.e. flexo printing)

Digital Presses

new

Inkjets

- higher speed (Versamark),
- lower costs (Riso HC5000 inkjet 5¢ pg/color. .007¢ b/w)

Electrophotographic (tone)

- Larger format (IGen3 - 14.3" x 20.5"),
- Tools to increase uptime (NexPress)
- Higher quality, less maintenance (HP-Indigo)

Coatings

- Inline clear toner and near line NexGlosser for the Kodak Nexpress
- Epic Products inline CTi-635 coating system for the Xerox IGen3,
- Dorn SPE off-line UV coater for the HP Indigo,
- Clear toner & new Print Protector for the Xeikon 5000.

Inline or Near line finishing

new

C. P. Bourg BB3002 near-line perfect binder

Duplo

- DC-645 Slitter/Cutter/Creaser
- Duplo System 5000
- Square-Back bookletmaking solution (tech demo)

Morgana Systems DigiFold (creasing),

Standard Horizon ColorWorks 8000 (Docucolor 8000)

Muller Martini Sigma concept

- SigmaBinder, SigmaTower, and SigmaTrimmer

MBO Digi-Finisher (bookletmaking)

Automation technology

Automate: Today & Tomorrow

Traditional Problems
- Printing evolved from different fields
- Result is time consuming procedures
  - Paper forms, reenter info, manually set ups

To remain competitive today create "Islands of automation"
- Every area - estimating, order entry, prepress, press

New initiatives for modern manufacturing for printers
- Computer integrated manufacturing (CIM) / Digital Smart Factory

To remain competitive tomorrow - cross islands
- Automate administration: estimate, order entry, billing
- Automate production: prepress, press post-press set ups
- Offer on-line services to increase convenience for customers
  - estimates, order, tracking progress, preflight, proof

Build Islands of Automation

Use application automation
- Acrobat, Photoshop, Illustrator batch functions

Off load tasks to servers & DFE's
- Server: DAM, MIS, OPI, PDF creation
- DFE: ICC profiles, In Rip trapping, imposition

Unattended automation across devices
- CTP systems that offer CIP3 and ink key presetting
- MIS software for job estimation, tracking, billing
- Template driven design driving digital presses

Goals
- Increase production productivity, decrease production costs, increase convenience (value) for customers

Today's Manual & Modular Approach to Administrative or MIS tasks

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Today most companies
- take manual / modular approach to admin. or MIS tasks
- some on paper others small software packages

Manual or Module approach to administrative or MIS
- Estimating & quoting
- Job history
- Shop floor data collection
- Invoicing & receivables
- Payables
- Order entry & job tracking
- Raw material inventory
- Standardized reports
- Receivables
- General ledger & financials

Why
- Early systems did not talk to each other & were too much $

Source: ABCs of Print MIS by EFI

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Moving toward automation

new

Move from ... estimate forms and job jackets
- to spreadsheet for estimating and electronic job jackets
- Ultimate on-line estimate or JDF to create estimates / job jackets

... no information about production times or forms for time
- Shop floor data collection keypads, barcodes, computer tracking

... top of the pile scheduling & production boards
- Software scheduling and dynamic scheduling

... manual order entry
- Online order entry, JDF triggered order entry

... manual inventory sheets
- Software maintained or RFID tracking

... 4 inch thick data reports
- Flexible financial reporting of employee, equipment, and sales analysis

Source: ABCs of Print MIS by EFI

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CIP4 / JDF is an end to end solution

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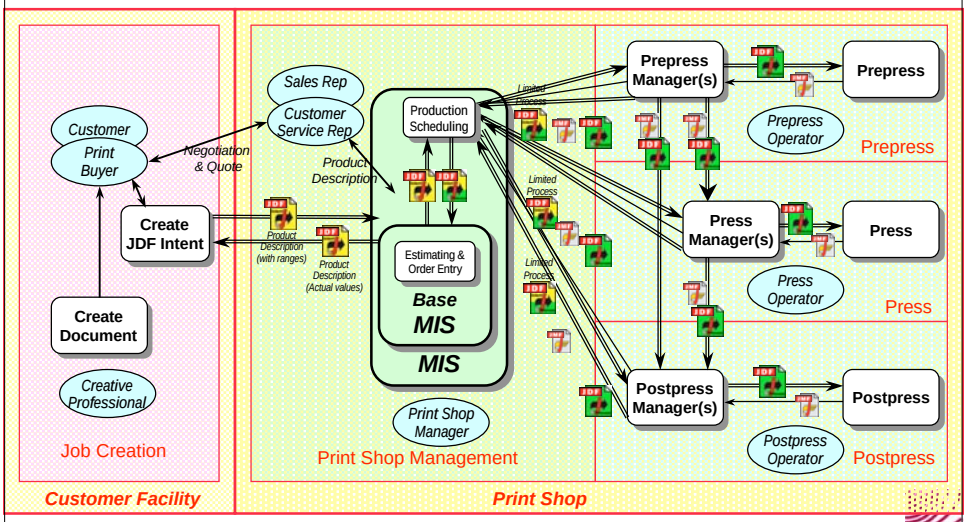

Source:Heidelberg

Future Workflow Tools

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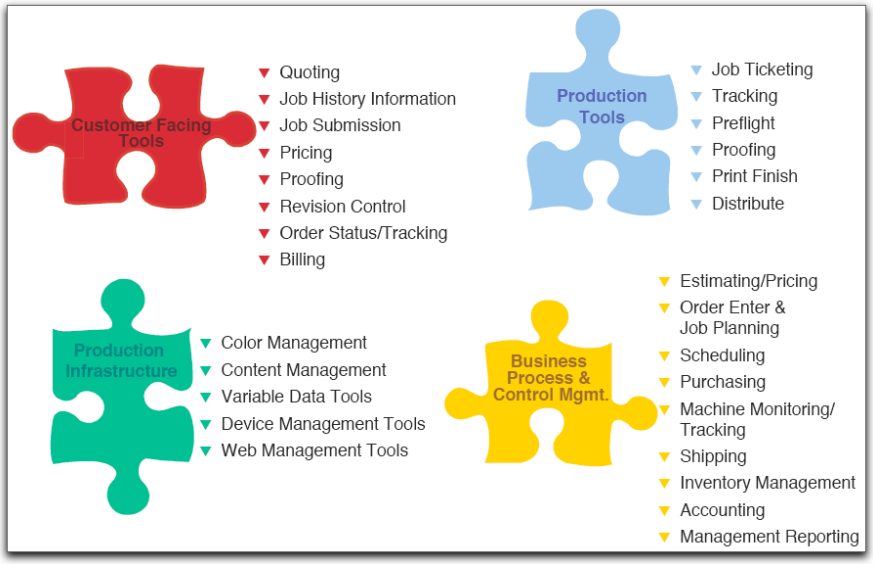

Source CAP

Ultimate Goal

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Web-based technology

Paper or …

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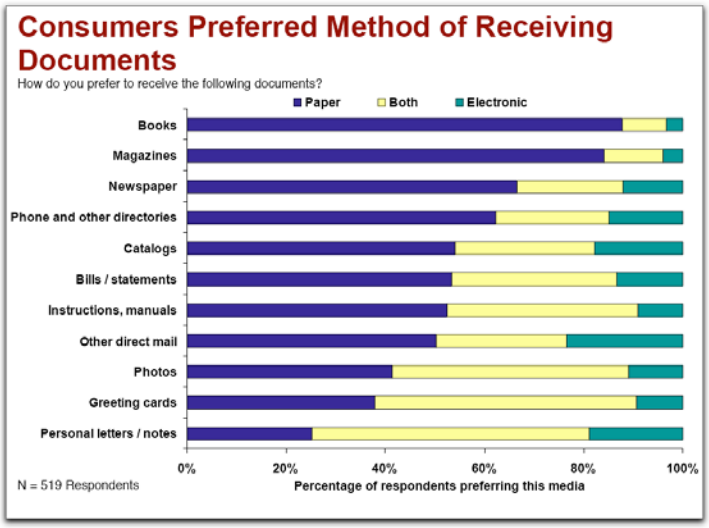
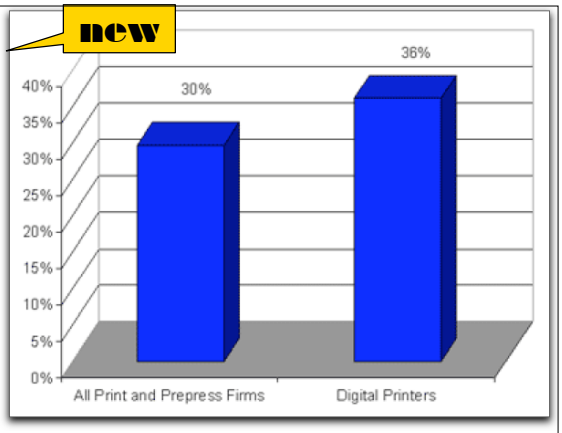


Source CAP

Web 2 Print Growth

"Do you offer Customized Web Sites for Personalization / On Demand Printing"

Source: GraphSTATS



"Our research has found that both clients and printers have yet to scratch the surface of the advantages that W2P applications

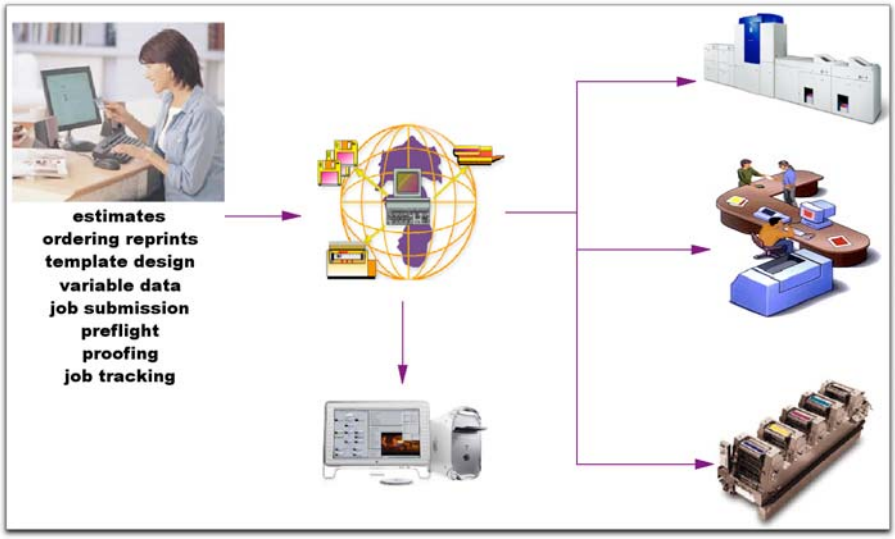
" W2P applications have become more economical & simpler to implement

"The ability to add marketing and personalization elements means that there is far more potential here than to simply order business cards remotely.

TWGA Special Report, "Web-to-Print: Internet-Enabled Personalization," July 2005

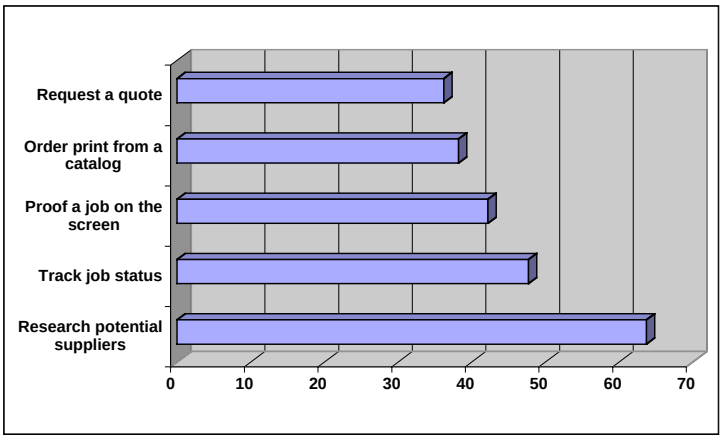
Value = Convenience = On Line

Technologies Changing Your Business



Popular Internet-Enabled Tools

Technologies Changing Your Business



Most frequently used internet tools used Fortune 500 companies

Source: CAPV

Web Based Print Services

Technologies Changing Your Business

Features - Basic

- Web storefront- accept jobs
- Capable of supporting output devices from many manufacturers
- Maintain printing companies web site look and feel of branding
- Support standards (XML, PDF, JDF, PPML)

Features - Advanced

- End 2 End solution (buyer interface, printer interface, print manager)
- Facilitate reordering (letters, envelopes, forms, etc)
- Prompt users for print specifications
- Server applications that can read the data and take appropriate action to route the digital files to the appropriate production server queues
- Enables jobs to be received, electronically proofed, approved, scheduled produced and shipped
- Template based production - maintain the look and feel of branding for stationary and marketing pieces

PDF->HTML conversions

new

Varity of tools and suppliers

Vertis complete solution to transform print catalogs to web, build db and shopping cart

Others

- PDF Online
- PDFToHTML
- Click to Convert
- Amber PDF converter
- PDF to HTML
- Adobes online PDF converter
- GlobalShareware
- PDF Ripper

Source: Images Vertis, 340 converters pdfzone.com

Supply Chain Automation

new

Technologies Changing Your Business

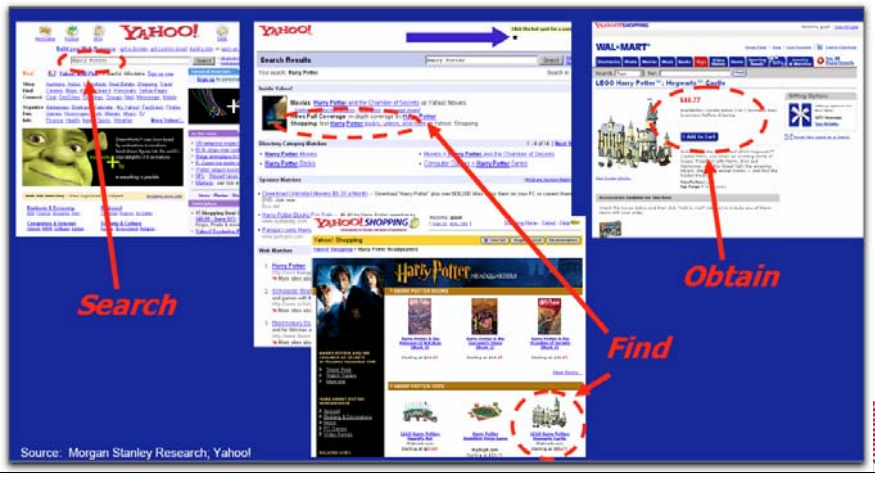
- Integrating client-facing systems with the prepress job ticketing/order-entry side
- Increases convenience and reduces costs
- Simple ways - PDF files from Acrobat 7 with basic JDF instructions (size, colors, ICC)
- Comprehensive systems
  - Collaborative Studio & Esko-Graphics Intra-FLEX
    - enables companies to submit an order that creates a job ticket in Esko-Graphics' BackStage production server.
  - Creo Prinergy - Xerox Free Flow for Digital Press
  - Prinergy with MIS/ERP systems from Globe-Tek and DiMS can set up job tickets in Prinergy
    - DiMS! system is bi-directional; that is, it can pull status reports from Prinergy.

Search, Find, Obtain - Killer App

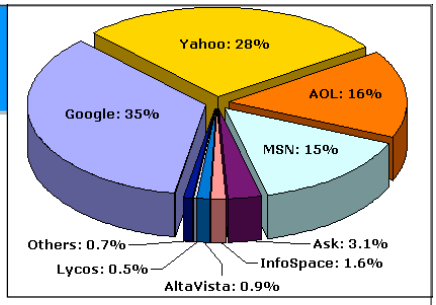
Technologies Changing Your Business

According to Morgan Stanley

- 1st killer Application: email & messaging
- 2nd: Web browser, & the 3rd search, find, obtain



Search Engine Marketing



- Search engines drive 350 million searches daily
- Search Engines #1 online method used by consumers to research a product for purchase 41% (Doubleclick)
- 81% percent of Internet users find the Web sites through search engines (Jupiter)
- In 2004, marketers spent over $3 billion on paid search engine advertising (sempo.org)
- For advertisers search engine marketing is growing

Search Engine Marketing Methods

Technologies Changing Your Business

SEM Paid Placement

- Bid on keyword phrases to be placed at the top of the search results page (pay / click)

SEM Optimization

- maximize search engine "finds" by improving the specific keyword phrases

Evaluate performance with measurements

- Branding Metrics (measuring lift based on experiential branding and the listing itself)
- Cost Per Order (CPO), Cost Per Action (CPA), Cost per trial
- Revenue or Profit Per Dollar Spent
- Return on Ad Spend (ROAS)
- Lifetime Value Metrics, are you factoring yield?
- Blended Success ratios that measure value

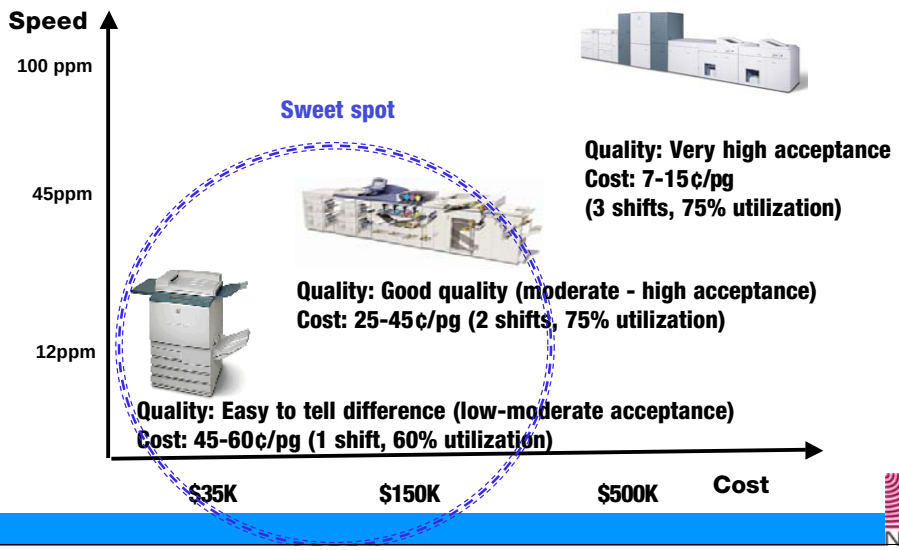
Technologies Changing Your Business

Digital Printing technology

NAPL

Technologies Changing Your Business

The cost & quality of color



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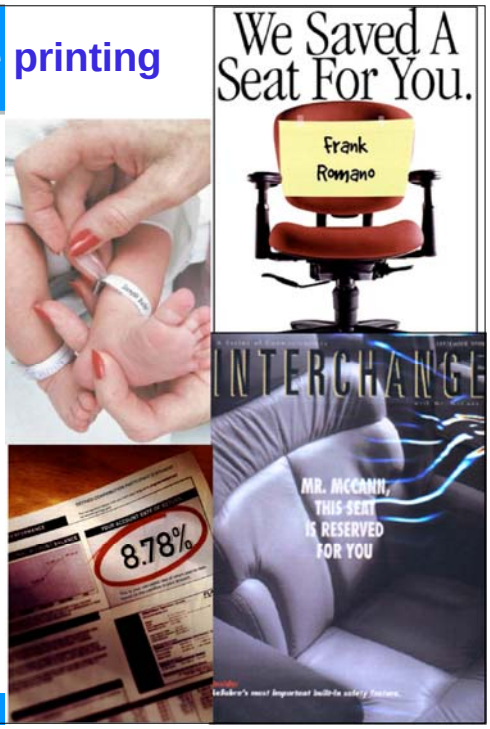
Stand out with variable printing

- **Variable data printing allows you to create every page with different data**
- **Variable allows you to talk 1-1**
- **Variable helps overcome the "Are you talking to me?" filter**
- **Variable increases response rates, sales, volumes of sales anywhere from 10-100x**



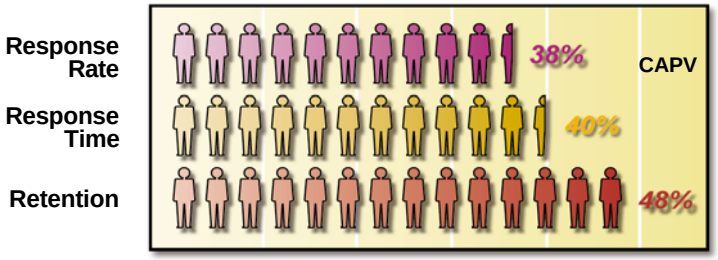
Improved Results with Variable

Technologies Changing Your Business

Increased Response Rates (Source: USPS)
- 1-2% Average Response to Broadcast Mailing
- 3-5% Average Response to Personalized Mailing
- 6-17% Average Response to Customized Mailing

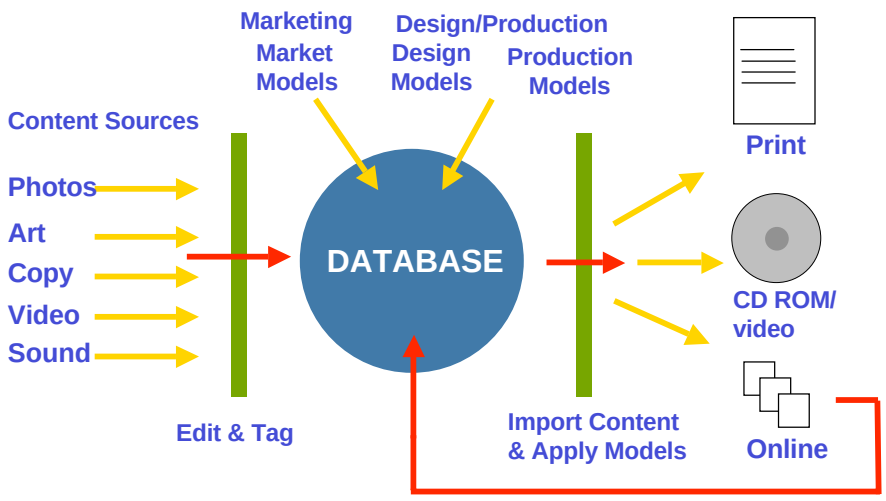
Increased Response Rates (Digital Printing Council)

Static, B&W Mailing	0.46% Response
Adding Name Only	0.66% Response (44% Increase)
Adding Full Color	0.67% Response (45% Increase)
Adding Name & Color	1.08% Response (135% Increase)
Applying Database 1:1	2.76% Response (500% Increase)



The DB

Technologies Changing Your Business



Targeting

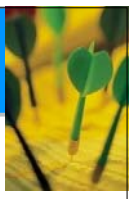
$30K - static offer

100K pieces in the mail (30¢/ea = 10¢/ea + .20¢/ea mail)

2% response yields 2k leads

$30K - variable offer
60K pieces at 50¢/ea (30¢/ea + 20¢ mail)
10% return yields 6k leads

Keys: Targeting & Relevance



For publishers, retailers, catalogers & direct marketers

- Targeting - reduces the promotion efforts & costs
- Relevance - increase increase sales

Publishers:maintain subscribers and increase ad value

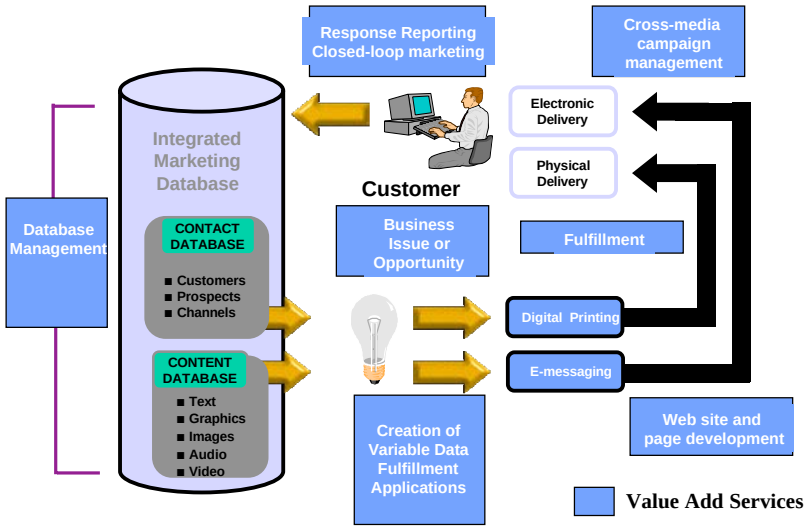
Advertisers want increased sales & lower costs

How are world class companies achieving?

- Targeted email, opt in email (overcome spam filters)
- Customized, specialized product lines (Babies R Us) and catalogs (specialized catalogs)
- Targeted publications (W Jewelry, Successful Student)
- Flexible and customized content (books on tape, searchable library online, single chapters, buy printed or pdf files)
- Personalized web page experiences
- Variable data to increase sales, retain customers

Value Added: X Media Campaigns

Technologies Changing Your Business



Template-based design & production

Technologies Changing Your Business

Templates designed access & re-use
- Maintain brand consistency
- Increase channel activity
- Reduce time to market

Reduce costs
- Replace error prone processes create better files
- Reduce obsolescence
- Amortize the design & setup costs over many uses

Templates can be easy
- Business cards, stationary, sales materials
- Versions and personalization can be easy - name, address, logo, demographics

Templates can be complex
- Transactional data: financial, legal,
- Sales materials: specific with text and pictures to groups or individuals

NAPL

Thanks

Technologies Changing Your Business

Sources of info
- My newsletter
  - Digital Technology Trends Emailed upon request
- How do you get it?
  - Give me your card & write **Newsletter** on the back

Other Sources:
- www.napl.org/randeconcil.aspx
  - R&E Council and Digital Smart Factory
- www.CIP4.org
- www.ipa.org
- www.HowieFenton.com

If you get the chance – stop by the NAPL booth #862 and say hello!

For an updated handout give me an email address - that will not block an attachment

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