

Graphics Research Laboratory

New Media Opportunities for Graphic Arts Firms

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The Future of the Graphic Arts

- ◆ Technology focus
- ◆ Manufacturing focus
- ◆ Quality focus
- ◆ Sales management focus

- ◆ Customer focus

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Rising costs...

- ◆ of production
- ◆ of paper
- ◆ of warehousing
- ◆ of distribution
- ◆ of out-of-date information

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Rising expectations...

- ◆ for shorter runs
- ◆ for better print
- ◆ for target marketing
- ◆ for faster turnaround
"from brain to mouse to press"

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"Nobody wants more print."

- ◆ What the world needs is better print—more effective publication—and these days that means ink-on-paper, toner-on-paper or pixels-on-screen.
- ◆ Industrial Age Batch Manufacturing vs Information Age Networking
- ◆ The Audience of One

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Three Forms of New Media

- ◆ Paper-based
 - selective binding, ink-jet customization, demand printing, fax publishing
- ◆ Telecom-based
 - on-line services, network publishing, Internet World Wide Web
- ◆ Disk-based
 - floppy, CD-ROM, smart cards

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The Content Cliché

- ◆ Writing content
- ◆ Developing, assigning, editing, updating, designing, illustrating, producing, advertising, marketing, pricing, selling, disributing, fulfilling, billing, collecting
- ◆ Moby Disk

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Six Benefits of New Media

- ◆ Customization
- ◆ Timeliness
- ◆ Comprehensiveness
- ◆ Searchability
- ◆ Economy
- ◆ Transaction

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Every page delivered on demand, on-line, on disk is a page that is no longer produced on press.

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Paper-based new media

- ◆ Selective binding, ink-jet customization
- ◆ Databased "living documents"
- ◆ Demand printing
 - As needed: very short run
 - Where needed
- ◆ Fax publishing

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Disk-based new media

- ◆ Floppy, smart card
- ◆ CD-ROM
- ◆ Data
- ◆ Multimedia

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CD-ROM Basics

- ◆ Compact Disk, Read-Only Memory
- ◆ 676 megabytes (120,000 A4 pages)
- ◆ Mac, Windows MPC, Hybrid formats
- ◆ CD-I: Compact Disk Interactive
- ◆ CD-R: Compact Disk Recordable
- ◆ DVD: up to 11 gigabytes
 - Digital Versatile Disk, CD-ROM x 17

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CD-ROM Statistics

- ◆ > 40 million CD-ROM drives
- ◆ > 5,000 commercial titles
- ◆ > 100 million CD-ROMs in print
- ◆ 500,000 units: mass market consumer
- ◆ 20,000 units: typical consumer title
- ◆ 100-1,000 units: business-to-business

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CD-ROM Authoring

- ◆ Developing the database
- ◆ Pre-mastering and testing
- ◆ CD-ROM pressing
 - > 300 disks, < \$1.00 per disk
- ◆ Desktop CD-R publishing
 - \$2,000 disk drive, \$10 blanks

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CD-ROM Applications

- ◆ Archives
 - One Stop CD-ROM Shop
- ◆ Software
- ◆ Text and numeric databases
- ◆ Image databases
- ◆ Multimedia publications and catalogs
- ◆ Multimedia brochures and collateral

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CD-ROM Product Evolution

- ◆ \$1,000 business-to-business database
- ◆ \$60 "coffee table book" sold through a software store
- ◆ \$30 trade book sold in a book store
- ◆ \$20 magazine sold on a newsstand
- ◆ Free magazine "onsert" or sampler
- ◆ Giveaway brochure, press kit, archive

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Multimedia Production

- ◆ DESIGN
 - concept, authoring, illustration, layout, design
- ◆ PROGRAMMING
 - scripting, database work, applications, links
- ◆ PRODUCTION
 - keyboarding, scanning, editing, proofing

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Multimedia Data Formats

- ◆ **Typography**
 - (not just text)
- ◆ **Illustration**
- ◆ **Photography**
- ◆ **Hyperlinks**
- ◆ **Television**
 - Sound
 - Animation
 - Video
- ◆ **Participation**
 - games
 - newsgroups
 - transactions

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Telecom-based new media

- ◆ **Internet World Wide Web sites**
 - 130,00 commercial domains
 - 200 new companies per week
- ◆ **Internet Email letter shops**
- ◆ **9 to 11 million users**
 - > 5 hours per week
 - 2.5 million purchasers

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World Wide Web Opportunities

- ◆ **Converting print to HTML**
 - Adobe Acrobat
- ◆ **Designing and producing new pages**
 - New multimedia formats
- ◆ **Web Presence Services**
 - Production
 - Design
 - Editorial

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Graphic arts advantages

- ◆ **Understanding of computers**
- ◆ **Understanding of digital formats**
- ◆ **Custom-service orientation**
- ◆ **Capable of complex individualized production of client design**

Graphics arts advantages

Understanding of computers

- ◆ Used to constant obsolescence
- ◆ Able to wrestle new applications
- ◆ Telecommunications experience
- ◆ Network management experience

Graphics arts advantages

Understanding of digital formats

- ◆ Electronic text input, revision and conversion capabilities
- ◆ Electronic image processing capabilities
- ◆ Digital file management experience

Graphics arts advantages

Production of customer's design

- ◆ No two jobs are exactly alike
- ◆ Some jobs can live forever
- ◆ Catching mistakes
- ◆ Following complex design instructions
- ◆ Understanding the "spirit" of the work
- ◆ Customer's work must be integrated into the production process

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Graphic arts challenges

- ◆ Mac vs Windows perspective
- ◆ Little multimedia experience
- ◆ Managing dead documents
- ◆ Ink & paper vs communications perspective
- ◆ Talking to the wrong customers

Graphic arts challenges

Mac vs Windows perspective

- ◆ PC development environment
- ◆ Complex hardware choices
- ◆ "Casual users" not skilled users

Graphic arts challenges

Little multimedia experience

- ◆ Used to high resolution overkill
- ◆ No capabilities in
 - ...audio
 - ...animation
 - ...video
- ◆ No end-user programming experience

Graphic arts challenges

Managing dead documents

- ◆ The repro house has the files that are LEAST likely to ever be used again
- ◆ Creative vs production databases
 - Catalogs, reference work, repeating use
 - The database payoff is in the publisher's office
- ◆ Too many bits, too few images

Graphic arts challenges

Ink & paper vs communications

- ◆ The urge to print
- ◆ The focus on cost per impression, not cost of sale
- ◆ Perfect halftones instead of perfect magazines, brochures, advertising

Graphic arts challenges

Talking to the wrong customer

- ◆ The professional print buyer instead of
- ◆ Publishers
- ◆ Sales & marketing managers
- ◆ Catalog publishers & direct marketers
- ◆ Strategic communications professionals

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Where's the profit?

- ◆ DESIGN
 - concept, authoring, illustration, layout, design
- ◆ PROGRAMMING
 - scripting, database work, applications, links
- ◆ PRODUCTION
 - keyboarding, scanning, editing, proofing

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Strategic Goals

- ◆ Understand how to accept, manage and add value to the living document
- ◆ Develop new people and skills
 - Interactive design talent
 - Database & programming skills
- ◆ Become part of the customer's information solution
- ◆ Price by value, not cost