

Nobody wants more print. What the world needs is more effective print—more efficient publications—and than might mean ink-on-paper, toner-on-paper or pixels-on-a-screen.

The last person a publisher should entrust new media development to is a cyberspace geek who can't even spell "Helvetica" let alone know how to pronounce it. Graphic arts firms need to expand their vocabulary to include the emerging new media options.

JACK POWERS is director of the Graphics Research Laboratory and publisher of ELECTRIC PAGES, an Internet journal on the evolution of printing and publishing in the Information Age. He consults on publishing and new media technologies with commercial, corporate and government printers and publishers in the U.S., Europe, Asia and South America. The author of six books and numerous videos on computers and print, Jack's articles appear in *American Printer*, *Computer Pictures*, *Editors Only*, *Folio*, *France Graphique*, *LAN*, *Micro Publishing News*, *Multimedia PC World*, *PRE-*, *Prepress Asia*, *Publish*, *Publishing & Production Executive* and other publications; the moderator of Forum Numérique, Prepress Asia, Asia Print/Singapore conferences, he lectures at many international conferences including the Berlin DTP Congress, Imagerie Electronique, Norske Fagpresses Forening and Multimedia Canada. He has served as a director or advisor to the National Composition & Prepress Assn, the Typographers Int'l Assn, NYC ACM SIGGRAPH, the National Business Forms Assn and the Typographers Assn of New York and he is chairman of the NYC Board of Ed Graphic Arts Educational Advisory Commission. Contact the Graphics Research Lab at 405 Fourth Street, Brooklyn New York 11215, PHONE 718-499-1884, FAX 718-499-1970, EMAIL GRLab@aol.com, INTERNET <http://www.electric-pages.com>.

On June 10-11, Jack Powers will moderate PIA's DIGITAL MEDIA '96 Conference in Chicago.

New Media Opportunities for Graphic Arts Firms

Now that the desktop publishing revolution has freed graphic communicators from the tyranny of three-dimensional film, paper and plates, smart printers and prepress shops are offering their customers a new generation of interactive products and services that take the graphic arts far beyond traditional ink-on-paper lithography. In this seminar, we'll look at the forces that are driving the demand for new media alternatives to print and examine the wide range of new business opportunities for graphic arts firms in the emerging electronic publishing environment.

Who should attend: printing company owners and senior executives, sales and marketing managers, educators.

THE PUBLISHING CHALLENGE

- "Nobody wants more print."
- Nice-to-know vs need-to-know
- Pay-per-view expectations
- Illiteracy and Aliteracy
- MTV, *Sesame Street* and rising media expectations
- Environmental impacts

BATCH VS INTERACTIVE

- Industrial Age batch lithography
- Post-industrial information management
- Crafting a page for the "audience of one"
- The six advantages of new media:
 - customization
 - timeliness
 - comprehensiveness
 - searchability
 - economy
 - transaction

PAPER-BASED NEW MEDIA

- selective binding
- demand printing
- digital printing presses
- fax publishing
- broadcast interactive

DISK-BASED NEW MEDIA

- generic text databases
- multimedia:
 - typography illustration
 - photography animation
 - sound video
- delivery modes:
 - floppy disk CD-ROM
 - CD-I smart cards

TELECOM-BASED NEW MEDIA

- Videotex
 - text only
 - type and graphics
 - multimedia telecom
- electronic mail
- Internet
- Lotus Notes
- audiotex
- interactive television

MULTIMEDIA DEVELOPMENT

- Design
- Programming
- Production

NEW MEDIA STRATEGIES

- Be digital
- Use new media
- Talk to your customer
- Experiment