

Digital Technology Trends *Pro & End User*

by Howie Fenton, Consultant NAPL

In This Issue

- **Teens Spending More Time Online Than Watching TV**
- **Bye Bye home phones**
- **America's Key Influentials are Web Junkies**
- **Xplor 2002 theme**
- **Adobe PostScript 3 version 3016 software**
- **Cost of satellite TV less than cable**



▶▶ **Teens Spending More Time Online Than Watching TV**

According to Adage (July 28, 2003) Teens and young adults ages 13 to 24 now spend more time every day on the Internet than they do watching TV, according to a new study conducted by Harris Interactive and Teenage. The project polled more than 2,500 individuals in June using online and offline methods. The findings exhaustively detail the age group's media consumption habits. The 47 million people who make up the 13 to 24 age group spend an estimated \$149 billion, 15% of which is spent online, and their influence on other people extends by as much as five times their spending, according to the findings. During an average week, according to the report, 13- to 24-year-olds spend 16.7 hours online (excluding e-mail); 13.6 hours watching TV; 12 hours listening to the radio; 7.7 hours talking on the phone (including landlines and cell phones); and six hours reading books and magazines to keep up on personal interests.

<http://www.adage.com/news.cms?newsId=38392>

▶▶ **Bye Bye home phones**

USA Today recently reported (8/4/2003) that 7.5 million Americans have "cut the cord" on their home phone lines and gone solo with their cells. According to market researchers, cell phone numbers are creeping up on landline phones. Cell phones already comprise about 43% of all U.S. phones, according to the International Telecommunication Union, up from 37% in 2000. In addition, the number of U.S. landline phones has dropped by more than 5 million, or nearly 3%, since 2000, the Federal Communications Commission reported in June.

Ironically this should not be a surprise because more than half the phones in the world are cellular. Due to aggressive pricing plans cell phones started outnumbering traditional phones in Europe in the late 1990s. According to a recent survey by PriMetrica Inc., about half the households surveyed said they would give up their landlines if the wireless price was right.

http://www.usatoday.com/tech/news/2003-08-04-cell-only_x.htm

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▶▶ America's Key Influentials are Web Junkies

According to a recent study, a demographic exists of business networkers, news junkies and movers and shakers who prefer the Internet to any other media for acquiring their daily information. The new study called "Influentials Online" teamed the Washington Post Co.'s WashingtonPost/ Newsweek Interactive with RoperASW to analyze this community.

Overall, the findings indicate that these influential individuals now use online publications rather than TV, newspapers or magazines as their key source of daily news and information. This group values personal relationships, relies on word of mouth, and performs a wide array of activities online (i.e. banking, travel plans, reading magazines and newspapers and making purchases).

The research confirms earlier studies showing that affluent professionals are turning to the Web throughout the workday for a variety of activities including media consumption. One such study, conducted by the Online Publishers Association with Millward Brown IntelliQuest, found that 3/10 professionals who access the Web at work each day get all of their news online, suggesting that daytime is prime time on the.

The survey's major findings about this group of Influentials:

- 77% have Internet access, compared to 50% of the general population
- 6 in 10 spend at least one hour online each day (excluding e-mail), more than they spend with any other medium, including TV, radio, newspapers and magazines. The average Influential spends two hours online per day.
- 82% access the Internet multiple times a day, 95% at least once a day.
- 56% recommend the Internet and 56% recommend newspapers as a means to be reached by advertisers.
- The Web is the top media used by Influentials to research new places to visit (86%), what to buy (82%) and is second (78%) only to newspapers (83%) for political news and information.
- 2/3 are asked for their opinions or to forward recommendations and information about products and services. The advice is forwarded to an average of five to 20 people.
- 1/3 have broadband at home, double that of the general population.

<http://www.adage.com/news.cms?newsId=38349>

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▶▶ Xplor 2002 theme

American Printer recently reviewed the The Xplor 2002 show. The theme of the show this year was "Convergence". Examples include:

- The convergence of transactional printing with publishing applications. Xerox and IBM have both taken steps to engineer products that address both environments.
- The convergence of mailing and post-processing functions with upstream marketing and messaging activities—bindery and mailing operations are increasingly software-driven, and vendors such as Pitney Bowes show highly sophisticated and mature closed-loop messaging systems with electronic hooks all the way back to the application level.
- The convergence of transactional documents with one-to-one marketing—pre-printed forms are in the cross hairs of high-speed color digital systems such as the VersaMark and Vantage systems.

<http://industryclick.com/magnewsarticle.asp?newsarticleid=2007586&magazineid=22&SiteID=22>

▶▶ Adobe PostScript 3 version 3016 software

Adobe recently announced the availability of PostScript 3 version 3016 to original equipment manufacturers (OEMs). This latest release integrates support for JDF (Job Definition Format), an industry standard for print workflow automation, and is the only PostScript interpreter that supports direct printing of the latest versions of Adobe Portable Document Format (PDF) 1.5 and PDF/X.

Adobe PDF 1.5, created with Adobe Acrobat 6.0, supports JPEG 2000, optional content layers that can be turned on or off for printing, and PDF/X -- the PDF file format preferred by advertising publishers. The technology also supports JDF 1.1a, an electronic job ticket based on the extensible markup language (XML).

In addition, Adobe PostScript 3 version 3016 is faster and includes in-RIP trapping. Version 3016 also introduces multi-threaded rendering, which allows workstations with symmetric multi-CPU configurations to significantly speed up time-consuming rendering tasks in the RIP. When tested, rendering speeds increased up to 44 percent on dual-CPU systems, and up to 65 percent on quad-CPU systems.

<http://members.whattheythink.com/news/newslink.cfm?id=11795>

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▶ Xerox Tackles Fast-Growing Light Production Copier/Printer Market

According to Gartner Dataquest, a market research firm, sales of digital copiers rated at speeds of 91 ppm and faster are expected to grow at an 11% from 2002 to 2007 - making it the fastest-growing market segment in the digital monochrome marketplace. According to Xerox, when people have access to these light-production copy-print systems, they create more documents - both black-and-white and color pages. In addition, research shows they want a system that is easy to use, can turn around print jobs quickly, and provide automatic finishing options such as stapling, collating and booklet making.

Xerox Corporation has launched its newest "light production" Xerox 2101 Digital Copier/Printer copier/printer, targeting this market. The system prints or copies as many as 101 pages per minute (ppm) and addresses the growing need for advanced finishing, printing, copying and network scanning capabilities in high-volume office environments and low-to medium-volume print shops.

The 2101 list price is \$56,550 for the copier-only version and \$65,050 for the copier/printer. Options include a high-capacity feeder, booklet maker and folder. Note: This is not an endorsement or recommendation.

<http://members.whattheythink.com/news/newslink.cfm?id=11797>

http://www.xerox.com/go/xrx/equipment/product_details.jsp?tab=Overview&prodID=P_2101ST&Xcntry=USA&Xlang=en_US

▶ Cost of satellite TV less than cable

J.D. Power & Associates has found that the average price of a satellite TV subscription fell below that of cable TV for the first time ever. Since 1998, the average monthly cost of satellite TV service is up 8 percent to \$48.93 a month. During the same period, the monthly cost of cable surged 41 percent to \$49.62. Yet despite the added services, satellite subscription is steadily growing, taking customers away from cable.

http://www.bayarea.com/mld/mercurynews/business/technology/personal_technology/6568836.htm

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►► **Schedule**

Are there questions or issues you are wrestling with – let's schedule a visit - here is a travel schedule.

Date	City	Purpose
9/9-9/11	Seybold San Francisco	On Demand Day
9/17-9/18	Atlanta, GA	Xerox Innovation 03
9/27-10/1	Chicago, IL	Graph Expo Seminars
10/7-10/8	RIT, Rochester, NY	On demand & variable printing
10/20-10/21	RIT, Rochester, NY	Creating, preflighting and repairing PDFs
10/22-10/23	Washington, DC/ Atlanta	Banta Technovision seminars

Adding or Removing Names

- **To add someone email HowieAtPre@aol.com and write "add to End User list" or "add to Pro list" in the subject**
- **To be removed from either list - email and write "remove from Pro" or "remove from End User list" in the subject line**
- **To switch write "switch from Pro to End User" or "switch from End User to Pro" in the subject line**

Questions about the alphabet soup of digital technologies?



- 1. CTP (computer to plate)**
- 2. PDF (Portable Document Format-Acrobat 6)**
- 3. CMS (Color Management Systems)**
- 4. CSR (customer service)**
- 5. TCTPFB (training customers to prepare files better)**
- 6. STEPs (Doing more work with staff, training, equipment, or procedural - changes)**

Drop me a note: HowieAtPre@aol.com
