Analog to Digital: How will the photoengraver and filmsetter cope?

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The Future of Print

“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

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

The Content Cliché
- Writing content
- Developing, assigning, editing, updating, designing, illustrating, producing, advertising, marketing, pricing, selling, distributing, fulfilling, billing, collecting
- Moby Disk

Six Benefits of New Media
- Customization
- Timeliness
- Comprehensiveness
- Searchability
- Economy
- Transaction
Every page delivered on demand, on-line, on disk is a page that is no longer produced on press.

**Repro house advantages**

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

**Understanding of computers**

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

**Understanding of digital formats**

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

**Custom service orientation**

- No two jobs are exactly alike
- Customer’s work must be integrated into the production process
- Some jobs can live forever

**Production of customer’s design**

- Catching mistakes
- Suggesting improvements
- Following complex design instructions
- Understanding the “spirit” of the work
- Partner with the customer
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**Repro house challenges**
- Mac vs Windows perspective
- Little multimedia experience
- Managing dead documents
- Ink & paper vs communications perspective
- Talking to the wrong customers

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

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

**Mac vs Windows perspective**
- PC development environment
- Complex hardware choices
- “Casual users” not skilled users

**Little multimedia experience**
- Used to high resolution overkill
- No capabilities in
  - audio
  - animation
  - video
- No end-user programming experience

**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
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

Talking to the wrong customer

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

Where's the profit?

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

Strategic Goals

- Understand how to accept, manage and add value to the living document
- Nurture interactive design talent
- Develop database & programming skills
- Become part of the customer's information solution
- Price by value, not cost

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