AGENDA

- Print in the Information Age
- CD-ROM Overview
- CD-ROM Applications
- Database Issues
- Graphic Arts Business Issues

"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

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

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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
- CD Video: up to 6.8 gigabytes

## CD-ROM Statistics

- > 28 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

## 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

## Multimedia Data Formats

- Typography
  - (not just text)
- Illustration
- Photography
- Hyperlinks
- Sound
- Animation
- Video
- Transaction
CD-ROM Opportunities for Graphic Arts Firms

**CD-ROM Applications**

- Software
- Archives
- Text and numeric databases
- Image databases
- Multimedia publications
- Multimedia catalogs
- Multimedia brochures and collateral

**Current Protocols in Molecular Biology**

John Wiley & Sons 212-850-6238

Quarterly subscription text database with keyword search, bookmarking and margin notes

**PC Paintbrush Photo Library**

Softkey Int’l

Stock photo database with non-descriptive file names

**PC Magazine CD**

Ziff Davis • $17.95 newsstand multimedia magazine with animated demos, video and text

120,000 copies sold in first 3 months

**BT Office Products**

by Millenium • 800-704-6200

CD catalog with multi-level keyword search, product photos, on-line ordering and advertising

**CBS 1994-95 Fall Preview**

CBS Marketing • 212-850-6238

CD-ROM brochure with clickable schedule map, video clips and downloadable screen savers
Database Overview

- Text databases
  - raw text vs fielded text
- Image databases
  - image tagging
- Multimedia databases
- Page databases
  - Integrated text and images

Production vs creation

- Managing the wrong pictures
- The cost of high res
- Optimizing the customer's photo and art investments
- Handling the "living document"

Text databases

- Flat file searching
- Boolean operators
  - AND, OR, NOT
- Fielded text
  - Generically tagged
  - SGML, HTML

Text database creation

- Export from the DTP page
- Create in tagged format
  - SGML, MS Word style sheets
- Edit into database format
- Retype everything overseas

Image databases

- Catalog or album creation
- Batch import and archiving
- Editorial indexing
  - batch import plus manual coding

Basic image database

- Name
- Size and format
- Import date
- Photographer, "originator"
- Free text descriptors
**Advanced image database**
- Descriptor menus
- Thesaurus
  - canned or user-built
- Last usage
- Rights and royalties links

**Multimedia databases**
- Static vs continuous file formats
- Sound
- Animation
- Video
- Hi res vs thumbnails

**Page databases**
- Native composition formats
  - Quark, PageMaker, MS Word
- Proprietary pages
  - Interleaf, Frame, Envoy, MS Word View
- Adobe Acrobat

**Multimedia databases**
- Cold filters
- Hot links
- The “content” database ideal
  - One file fits all
- The real world
  - One file spins off medium-specific files

**Creative database usage**
- New editorial paradigm
  - All elements are electronic at inception
- The impact of searchability
- Last usage
- Rights and royalties
- Fragment retrieval

**Making CD-ROMs**
- The Content Cliché
- The Moviemaking Analogy
- Designing for interactivity
- Illustrative vs Narrative
  - Video, Sound and Animation

**Database Issues**
**Business Issues**
**CD-ROM Opportunities for Graphic Arts Firms**

### CD-ROM Services
- **Design**
  - Layout, multimedia illustration
- **Developing the database**
  - Systems design, programming
- **Production**
  - Keying, scanning, organizing
- **CD-R Pressing**

### Selling CD-ROM Services
- **The professional print buyer**
- **The sales and marketing managers**
- **The catalog publisher and direct marketer**
- **The publisher**
  - Corporate, government, commercial

### 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

### CD-ROM Futures
- <$100 double speed drives
- <$1,000 Desktop CD-R
- **Multimedia Motherboards**
  - MPEG, sound, CD-ROM controllers
- **Internet/CD-ROM Links**
- **Virtual Reality**
  - QuicktimeVR