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

Rising costs...

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- of out-of-date information

Rising expectations...

- for shorter runs
- for better print
- for target marketing
- for faster turnaround
  “from brain to mouse to press”

“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.

Paper-based new media

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

Disk-based new media

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

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

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

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

CD-ROM Product Evolution
- $1,000 business-to-business database
- $60 “coffee table book” sold through 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

Multimedia Production
- DESIGN
  - concept, authoring, illustration, layout, design
- PROGRAMMING
  - scripting, database work, applications, links
- PRODUCTION
  - keyboarding, scanning, editing, proofing
Multimedia Data Formats
- Typography
- (not just text)
- Illustration
- Photography
- Hyperlinks
- Television
- Sound
- Animation
- Video
- Participation
- games
- newsgroups
- transactions

Telecom-based new media
- Internet World Wide Web sites
  - 130,000 commercial domains
  - 200 new companies per week
- Internet Email letter shops
  - > 5 hours per week
  - 2.5 million purchasers

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 Research Laboratory

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

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

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

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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
- Develop new people and skills
  - Interactive design talent
  - Database & programming skills
- Become part of the customer's information solution
- Price by value, not cost