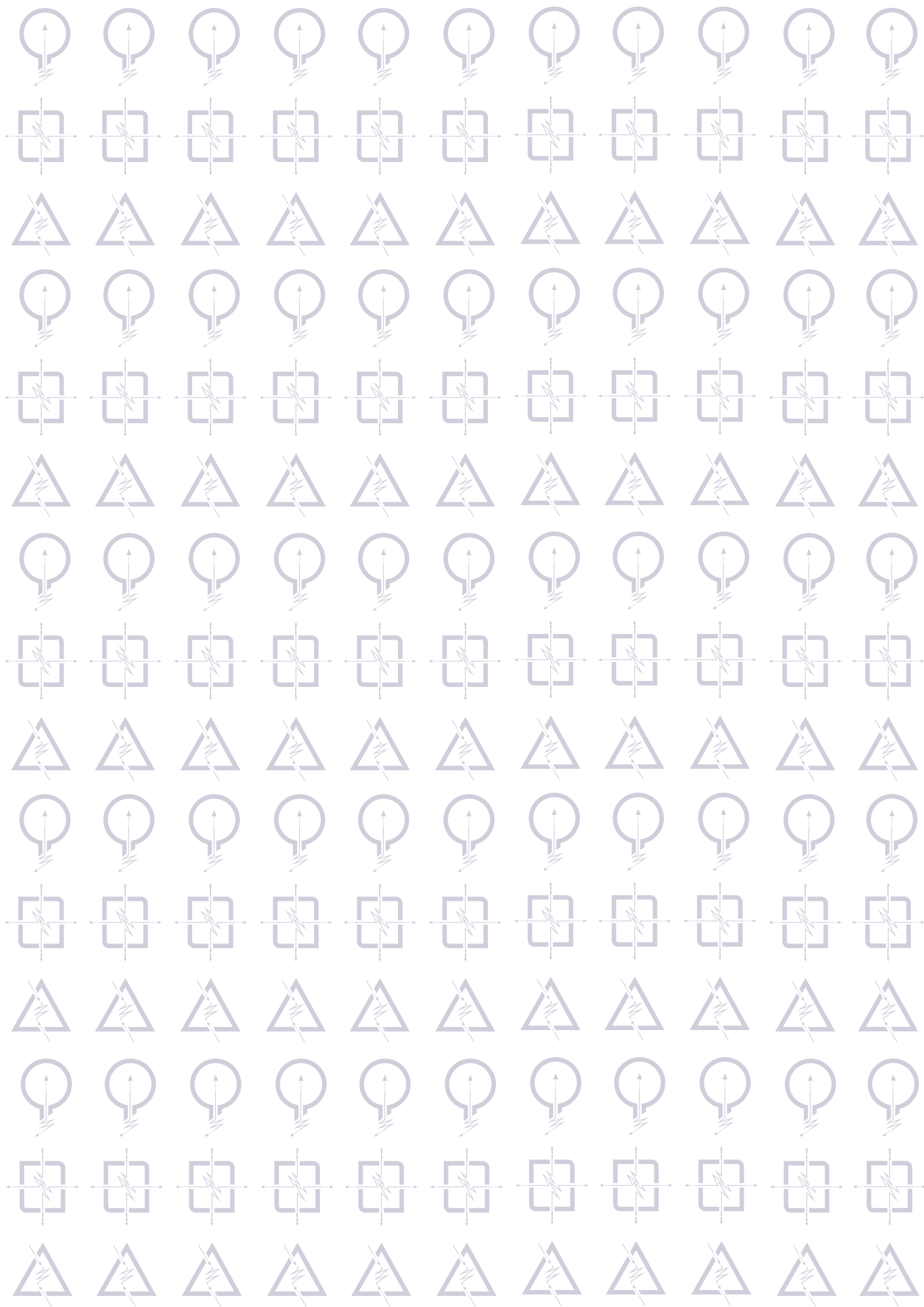


CMIC SUMMIT 2013

ROCHESTER INSTITUTE OF TECHNOLOGY





Cross-Media Innovation Center

Rochester Institute of Technology



Innovate



Connect



Transform

WELCOME

Welcome!

As the Dean of the College of Imaging Arts and Sciences at RIT, I am happy to welcome you to our annual Cross-Media Innovation Center Summit. I believe that the Cross-Media Innovation Center presents an exciting opportunity to expand the outreach efforts of the School of Media Sciences to the industries it serves.

The CMIC aims to serve the printing industry in a bigger and better way as it grows and adapts in the Cross-Media world. The Cross-Media Innovation Center's ambition is to actively participate and collaborate in addressing the significant challenges facing the graphic communications industry during this time of transformation and change.

Meeting the needs of both the university and the graphic arts professions it serves, CMIC provides a tremendous opportunity for joining forces with industry and colleagues in other disciplines and colleges at RIT. I am impressed by the amount and quality of the work that has been done to date. It is a real testament to the power of collaboration between the academic and professional worlds.

I thank you for attending this annual exhibition of exciting, relevant cross-media related topics and research findings. The faculty and students of RIT look forward to partnering with our colleagues in the coming year and further expanding our research agenda.

Sincerely,

A handwritten signature in black ink, reading "Lorraine Justice". The signature is fluid and cursive, with the first name "Lorraine" written in a larger, more prominent script than the last name "Justice".

Lorraine Justice
Dean, College of Imaging Arts and Sciences

WELCOME

Welcome to the second annual RIT Cross-Media Innovation Center (CMIC) Summit. Our efforts to provide an annual summit for the collaborative review of industry-relevant research continue to be of high interest to all.

The graphic communications industry is experiencing an industry-wide transformation that will leverage our historic print-centric heritage towards an integrated cross-media communications platform. This new cross-media platform will allow print professional to expand services, such that our deep understanding of systems and processes can be applied to communications deployment -- so as the right content can be delivered to the right person, at the right time, and in the right media.

The School of Media Sciences has expanded our faculty and facilities to support this cross-media transformation vision and support the educational and research objectives of the graphic communications industry. We are pleased to have recently added Dr. Shu Chang and Dr. Elena Fedorovskaya to our faculty as the Melbert B. Cary and Paul and Louis Miller endowed professors. Both Shu and Elena bring an expansive body of research and development to the School of Media Sciences in the areas of functional printing and the psychology of graphical preferences, respectively.

In addition to the annual CMIC Summit, the Cross-Media Innovations Center has incorporated the Print-in-the-Mix web site (printinthemix.com) as our industry portal to provide timely and relevant industry data concerning the efficacy of print in a cross-media communications world.

This year's CMIC Summit has been expanded to a two-day event based on feedback expressed from last year's summit requesting more sessions. The CMIC Summit will continue to be the annual collaborative presentation of student, faculty, and industry research and an opportunity to have meaningful dialog concerning the emerging trends, issues, and opportunities in the cross-media graphic communications industry.

We hope you find our annual Cross-Media Innovation Summit educational and thought provoking. We look forward to working with you throughout the year.

Best regards,

A handwritten signature in black ink, appearing to read "Chris Bondy", with a stylized flourish underneath.

Chris Bondy
Administrative Chair, School of Media Sciences
Gannett Distinguished Professor

AGENDA

WEDNESDAY, OCTOBER 9

8:00 - 8:30 AM	CONTINENTAL BREAKFAST
8:30 - 9:00 AM	CMIC SUMMIT 2013 WELCOME Chris Bondy Gannett Distinguished Professor, Admin. Chair RIT School of Media Sciences
9:00 - 9:30 AM	CMIC AGENDA Gina Testa Vice President, Graphic Communications Industry Xerox Corporation
9:30 - 10:00 AM	THE NEXT GENERATION WORKFORCE FOR THE GRAPHIC COMM. INDUSTRY Jerry Scher Principal Peak Focus
10:00 - 10:15 AM	BREAK
10:15 - 11:00 AM	CUSTOMER PANEL PROMOTIONAL Moderator: Gina Testa Vice President, Graphic Communications Industry Xerox Corporation Panel: Jon Budington President Global Thinking Panel: Lucas Barber Marketing Communications Manager RIT College of Imaging Arts and Sciences Panel: Bruce Kielar Executive Vice President, Chief Creative Officer Roberts Communications Inc.

AGENDA

WEDNESDAY, OCTOBER 9, continued

- | | |
|------------------|---|
| 11:00 - 11:30 AM | ADOPTION OF TECHNOLOGIES
FOR CONTRACT COLOR PROOFING
Bruce Myers
Assistant Professor
RIT School of Media Sciences |
| 11:30 - 12:00 PM | TECHNOLOGY CONVERGENCE
WITH THE USER AT THE CENTER
Elena Fedorovskaya
Paul and Louise Miller Distinguished Professor
RIT School of Media Sciences |
| 12:00 - 12:45 PM | LUNCH |
| 12:45 - 1:15 PM | ROI: WILL TODAY'S ANALYSIS TECHNIQUES
WORK IN 2020?
Jack Rahill
Inbound Marketing & Product Planning Manager
Xerox Corporation |
| 1:15 - 1:45 PM | STRATEGIC EYE ON GLOBAL COMPETITION
Barbara Birkett
Associate Professor
RIT School of Media Sciences |
| 1:45 - 2:15 PM | BREAKTHROUGH TO PAPERLESS MAIL
John Schloff
Managing Director, Marketing
Eco-mail |
| 2:15 - 2:30 PM | BREAK |

AGENDA

WEDNESDAY, OCTOBER 9, continued

2:30 - 3:15 PM

CUSTOMER PANEL TRANSACTIONAL

Moderator: Bob Barbera

Product Marketing Manager
Canon USA

Panel: John Schloff

Managing Director, Marketing
Eco-mail

Panel: Pat McGrew

Go-to-Market Evangelist/Inkjet High-speed
Production Solutions
Hewlett-Packard Company

Panel: Tim Donahue

Solutions Architect
Eastman Kodak Company

Panel: Dave Hook

Vice President, Product Management
Crawford Technologies

3:15 - 3:45 PM

MEDIA LAW AND THE GRAPHIC COMMUNICATIONS INDUSTRY

Dr. Joe Webb

Director, Economics & Research/President
WhatTheyThink/Strategies for Management Company

3:45 - 4:15 PM

SMS STUDENT SHOWCASE CUSTOMIZED PUBLISHING - "Paw Print"

Christine Heusner

Lecturer, RIT School of Media Sciences

Kathryn Cooper '13

RIT MBA Candidate

Gabrielle Barandiaran

4th Year SMS Undergraduate

AGENDA

WEDNESDAY, OCTOBER 9, continued

4:15 - 4:30 PM	EVENING AGENDA Chris Bondy Gannett Distinguished Professor, Admin. Chair RIT School of Media Sciences
4:30 PM	ADJOURNED
6:00 - 6:45 PM	COCKTAILS
7:00 - 8:40 PM	DINNER
8:00 - 8:05 PM	DINNER WELCOME/SPEAKER INTRODUCTION Lorraine Justice Dean RIT College of Imaging Arts and Sciences
8:10 - 8:40 PM	DINNER SPEAKER Jon Budington President Global Thinking
9:00 PM	ADJOURNED

AGENDA

THURSDAY, OCTOBER 10

8:30 - 9:00 AM	CONTINENTAL BREAKFAST
9:00 - 9:30 AM	AUTHENTIC REPRODUCTION OF VINTAGE PHOTOGRAPHIC MATERIAL Michael Riordan Lecturer RIT School of Media Sciences
9:30 - 10:00 AM	HOW LOW CAN YOU GO? INK REDUCTION FOR FOOD PACKAGING PRINTERS Eddy Hagen General Manager VIGC
10:00 - 10:30 AM	MANAGING PRINT BUYERS' PREFERENCES AND TECHNOLOGY CHANGE Robert Chung Professor RIT School of Media Sciences
10:30 - 10:45 AM	BREAK
10:45 - 11:15 AM	A NEW FACE (PHASE) OF PRINTING Shu Chang Melbert B. Cary Jr. Distinguished Professor RIT School of Media Sciences
11:15 - 11:45 AM	EXPLORING SURFACE DEFECTS ON EP-BASED 3D PRINTED STRUCTURES Marcos Esterman Associate Professor RIT Center for Imaging Science Alvaro J. Rojas Arciniegas Ph.D. Student RIT College of Engineering

AGENDA

THURSDAY, OCTOBER 10, continued

11:45 - 1:00 PM

LUNCH

1:00 - 1:30 PM

COLLABORATIVE R&D IN NEWSPAPERS

Michael Riordan
Lecturer
RIT School of Media Sciences

Matthew Bernius
Ph.D. Student
Cornell University

1:30 - 2:00 PM

PRODUCTION COLOR DIGITAL PRINT CAPABILITIES BEYOND FOUR COLOR

Arianna Valentini
Research Analyst, Production Group
InfoTrends

2:00 - 2:45 PM

CUSTOMER PANEL - PUBLISHING

Moderator: Dr. Twyla Cummings

Senior Associate Dean
RIT College of Imaging Arts and Sciences

Panel: John Lacagnina

President and CEO
ColorCentric Corp.

Panel: Ivan Mironchuk

Solutions Account Manager, Digital Publishing
Adobe Systems Inc.

Panel: Matthew Bernius

Ph.D. Student
Cornell University

AGENDA

THURSDAY, OCTOBER 10, continued

2:45 - 3:00 PM

BREAK

3:00 - 3:30 PM

TRANSFORMATION IN THE GRAPHIC COMMUNICATIONS INDUSTRY

Wayne Peterson

Principal

Black Canyon Consulting Group Inc.

3:30 - 4:00 PM

CMIC 2013 WRAP-UP

Chris Bondy

Gannett Distinguished Professor, Admin. Chair

RIT School of Media Sciences

4:00 PM

ADJOURNED

NOTES

THE CROSS-MEDIA

The Cross-Media Innovation Center (CMIC) at RIT is focused on addressing the significant economic, technological, and cultural changes that impact the graphic communications industry. Through the collaborative efforts of solution and service providers, students, and educators, the CMIC will provide a platform to address the issues and opportunities of the cross-media communications value chain.

The changes in our industry require that future graphic communications professionals understand the integration of all types of media. They must learn how to design, compose, and deploy content across these media including print, Web, mobile, and social channels. Such integration requires contemporary thinking with respect to the traditional boundaries associated with print, publishing, and graphic communications.

The Cross-Media Innovation Center at RIT provides the following initiatives:

1) Industry Council

This industry forum includes representation from all major organizations in the cross-media communications value chain. Quarterly CMIC Industry Council meetings will identify the key business issues and opportunities that will structure the CMIC research agenda as well as an annual thought leadership symposium.

2) Research Initiatives

CMIC Research Initiatives are built through the collaboration among faculty, students, and representatives of the Industry Partners (solution vendors, service providers, and RIT alumni). The research agenda includes exciting new areas such as the creation and organization of content, data analytics, and the composition and deployment of content to all media channels as well as the application of new marking technologies in growing areas such as package printing and publishing.

4) CMIC Innovation Laboratory

The CMIC Laboratory is a series of vendor-equipped laboratories with the most current software and systems that make up the cross-media communications value chain. The Innovation Laboratory integrates business and technical disciplines to develop meaningful applications including the creation of new cross-media communications products with practical business application.

INNOVATION CENTER

5) RIT Co-ops

Partners participating in the RIT co-op program can expose their firms to our brightest students for short-term projects with the potential of hiring these students as future employees.

6) Staying Connected

The CMIC will expand the scope of the Print-In-the-Mix open Web portal with timely access to new content and collaboration with colleagues in the industry. This portal will foster dialogue between students, alumni, and trade professionals with forums that stimulate innovative ideas.

7) Educational Outreach

The Cross-Media Innovation Center at RIT will provide leading-edge training and education programs to the graphic communications industry. RIT is currently a leading provider of industry education programs in the fields of imaging, media arts, color science, printing, and packaging with over 50,000 square feet of state-of-the-art laboratories and classrooms.

PRESENTERS



Alvaro J. Rojas Arciniegas

Alvaro J. Rojas Arciniegas is currently a Ph.D. candidate in Imaging Science at the RIT's Chester F. Carlson Center for Imaging Science. His research is in characterization and modeling of electro-photographic 3D printing. His research interests include EP3D printing, product and process design methodologies, control, and image processing.

He holds M.S. degrees in Industrial Engineering from RIT and Systems and Entrepreneurial Engineering from University of Illinois at Urbana Champaign. He completed his B.S. in Mechatronic Engineering at Universidad Autonoma de Occidente in Cali, Colombia. He has been a lecturer for UAO and a research and teaching assistant both at RIT and UIUC.

During his academic career he has been recognized for his dedication and high-quality work. In 2006 he received the Fulbright Scholarship.



Lucas Barber

Lucas Barber is the Marketing Communications Manager for RIT's College of Imaging Arts and Sciences (CIAS). In this role he advises the college's leadership team in developing a comprehensive college marketing and communication strategy, which he manages and implements. Lucas also develops and manages the creation of marketing and PR materials, such as a yearly college or year in review publication. He actively represents the college of CIAS at conferences and exhibitions to promote the college's degree programs, centers, galleries, and the college as a whole.

Lucas received his B.S. in History from SUNY Brockport and is completing an M.S. in Entrepreneurship and Innovative Ventures from RIT.



Bob Barbera

Bob Barbera is Product Marketing Manager at Canon USA for Production Solutions and is responsible for managing the software and solutions offerings.

Bob is known as marketing and business development executive with a successful track record of developing, commercializing, and managing new product and service offerings. His leadership style instills team spirit and is respected by a wide range of functional groups and senior management. Bob is a recognized thought leader in the innovation and development of digital color printing solutions and market applications.

Bob possesses a B.S. in Printing Management from RIT.

PRESENTERS



Matthew Bernius

Matthew Bernius is a researcher working at the intersection of technology and culture, exploring the future of reading, journalism, social media and crowd-sourcing. As a Ph.D. student in Cultural Anthropology at Cornell University, he researched the transformation of journalism in the U.S. Prior to Cornell, he was a visiting professor at RIT's School of Print Media (now Media Sciences) and a co-founder of the Open Publishing Lab.

Matthew completed a Masters in the Social Sciences at the University of Chicago. Before that, he spent eight years in a variety of web development and content strategy roles at Eastman Kodak.

You can find Matthew's writings on his blog (www.mattbernius.com) and on Twitter @mattBernius.



Barbara Birkett

Barbara Birkett, Ph.D., connected with the printing industry when she became a co-owner of a graphic services company in Ann Arbor, Michigan. This experience spurred her interest in the graphic arts industry, especially in the management area, and the courses she now teaches as an Associate Professor in RIT's School of Media Sciences are primarily management related. She also spent several years in managerial positions within the telecommunications industry's traffic department.

Barb holds two M.B.A. degrees: International Business from the University of Michigan and Accounting from RIT. Her Ph.D. is in Organization and Management; she is also a CPA. She has co-authored a text on leadership and has participated in management consulting projects, primarily on costing issues.



Chris Bondy

Chris Bondy is the Gannett Distinguished Professor and Administrative Chair of the RIT's School of Media Sciences. As part of his role, Chris is involved in establishing meaningful relationships with industry vendors and service providers by integrating research, training and student work-study experiences. On an even greater scale, he is leading the effort to transform the School of Media Sciences into an industry-relevant, cross-disciplinary educational experience—refreshing traditional courses and teaching new courses in cross-media, asset management, and database publishing.

With over three decades of industry experience, Chris has extensive experience in strategy, business development, product planning, process reengineering, and sales/marketing communications.

PRESENTERS

Chris has held the following positions: Group Director, Production Software & Services, InfoTrends; Chief Technology Officer, Direct Mail Holdings; Vice President, Professional Services & Solutions, Kodak; Vice President, Marketing & Practice Management and Vice President & Chief Engineer, Production Solutions, Xerox.

He holds patents with both Xerox and Kodak in variable data printing and workflow optimization methodologies.

Chris has a B.S. from New York Institute of Technology in Interdisciplinary Studies: Business Marketing, Behavioral Science & Graphic Design. He received a Master's of Engineering and Science in New Product Development from RIT.



Jon Budington

Since joining Global Thinking 18 years ago, Jon Budington has worked in every department, managed the company's financial and physical expansion, and risen through the ranks to the chief leadership position.

In addition to considerable expertise in human resources, Jon has developed extensive expertise in online application development, database management, and communications strategy. Jon works directly with several of the company's largest accounts, including Black & Decker, CARFAX, The Motley Fool, and The Washington Post.

Jon received his Bachelor's degree in Printing from RIT.



Shu Chang

Shu Chang, Ph.D., holds the Melbert B. Cary Jr. Distinguished Professorship at RIT's School of Media Sciences. Her research and teaching focus concentrates on cross-media integration (printing, publishing, etc., both electronically and on paper) with a goal to create a bridge between digital printing and functional printing (or 3D printing). Dr. Chang is initiating research on the exploration of digital printing technologies, such as electrophotography, in functional printing as well as the expansion of materials printable with digital printing technologies. She is particularly interested in adjacent industries that can leverage printing as a tool for device fabrications, such as novel pharmaceutical delivery techniques and other patient-specific health care applications.

Prior to joining RIT, Shu worked in printing technology research and development at Xerox for over 20 years. Her work with Xerox covered a variety of fields including printing technologies, materials science research, sustainability in printing, and market exploration of unconventional substrates. Her expertise extends from process and materials system and subsystem interactions, lean six sigma and design for lean six sigma methodologies, modeling and simulation, and various types of microscopies for materials analyses. She holds over 25 U.S. patents and patent applications, and has well over 40 publications.

Shu holds a Ph.D. in Materials Science from the University of Minnesota.

PRESENTERS



Robert Chung

Robert Chung is a Professor in RIT's School of Media Sciences. Bob started teaching printing technology courses at RIT in 1980. He has published over 90 technical papers.

Bob is an active member of ANSI/CGATS Committee since 2004. He also serves as the convener of ISO/TC 130 WG 13, the working group responsible for developing requirements for printing conformity assessment to help harmonize printing certification activities worldwide.

Bob is the recipient of many industry and education association awards. He is the technical lead in the Printing Standards Audit (PSA) certification project at RIT.



Twyla J. Cummings

Twyla J. Cummings, Ph.D. is the Sr. Associate Dean in the College of Imaging Arts and Sciences and Professor in the School of Media Sciences at Rochester Institute of Technology.

Dr. Cummings' teaching and research is focused in the areas of media distribution, media business industry trends and women in graphic communication. She is a frequent speaker on critical trends in post-press and issues impacting the graphic communication industry as a whole. She is a past Board member of the National Association for Printing Leadership (NAPL) and the Board of Governors for the R & E Council of NAPL. She is a member of the prestigious Walter E. Soderstrom and Nonpareil Societies of NAPL and the R & E Council. She was recently inducted into the OutputLinks Communications Group's Women of Distinction program. Dr. Cummings is currently a member of the America East Advisory Board and is the Chairperson for the 2014 America East Conference.

Twyla possesses both a B.S. Degree in Chemistry and a M.S. Degree in Business and Industrial Management from Wright State University in Dayton, Ohio. She earned her Doctoral Degree in Management from The Union Institute & University in Cincinnati, Ohio.



Tim Donahue

Tim Donahue is a Solutions Architect for Kodak Solutions for Business at Eastman Kodak Company. He is software engineer/solutions architect and subject matter expert in production color digital workflow for commercial, direct mail, and transactional printing and related technologies. Part of his work involves systems requirements analysis in the area of transactional data center, commercial, and enterprise printing and security printing for brand protection applications.

PRESENTERS

Tim is active in the development of industry and ISO standards related to the graphic arts and digital print industry. He is chairman of the ISO TC130 committee responsible for development of ISO PDF/VT and chair of CIP4's Digital Printing Workflow working group responsible for features of JDF related to digital printing.

Tim holds a B.S. in Computer Science, minors in Mathematics, and Art from Marist College, Poughkeepsie, NY.



Elena Fedorovskaya

Elena Fedorovskaya, Ph.D., is the Paul and Louise Miller Distinguished Professor in RIT's School of Media Sciences. Her scholarly and teaching focus is on behavioral aspects involved in cross media publishing and communication, particularly on obtaining, organization and usage of personal preference data, evaluation, management and interaction with all types of content in various forms of media, including social media.

Before joining RIT, Elena worked at Eastman Kodak Research Laboratories, where she performed research in the area of human-centered imaging and computing. As part of her work, she developed models and algorithms for predicting subjective image quality and preferences of digital images, and created user experience concepts for novel usage of images and multimedia collections, resulting in 30 U.S. patents and numerous publications. She was inducted into Kodak Distinguished Inventors Gallery.

Elena holds a Doctorate degree in Psychophysiology, as well as Master degrees in Applied Mathematics and Psychology, from Lomonosov Moscow State University, Russia. She conducted postdoctoral fellowships in Sweden and the Netherlands, studying image and color perception.



Eddy Hagen

For nearly his entire career, Eddy Hagen he has been active in the printing industry. For eight years he worked at the Belgian Printing Industry Association (Febelgra), followed by his role as technical director for a small advertising agency.

Eddy joined VIGC, the Flemish Innovation Center for Graphic Communication, at the start of 1998, as a trainer and trend watcher. In 2006, he became General Manager of VIGC, a function he combines with trend watching as he works to make sense of what is happening in the industry, across the globe.

Eddy holds a Bachelor's in Communications Management from Plantijn Hogeschool - Antwerpen and a Bachelor's in Photography from Karel de Grote-Hogeschool Antwerpen.

PRESENTERS



Christine Heusner

Christine Heusner is a faculty member of RIT's School of Media Sciences and teaches courses in photography, imaging workflows, retouching, publication app design, typography and page design.

She is an exhibiting artist and her digital and photographic work has been shown internationally in public exhibitions. Prior to RIT, she worked in photographic studios specializing in commercial and portrait photography, design and fine-art printing. Christine received her B.A. in Art with a concentration in Photography from Elmira College and her M.F.A in Imaging Arts from RIT.



Dave Hook

Dave Hook is Vice President of Product Management for Crawford Technologies.

He has been in the transaction printing industry for more than 25 years, and has held a broad range of management positions in organizations such as Xerox Canada Ltd., Symcor Inc., and Davis + Henderson.

Dave has led the introduction of many products such as cheque image statements, electronic statement archives, statement composition services, Braille and large format printing services, statement marketing (TransPromo), and many others. Through these initiatives he has gained a broad range of experience within the transactional printing industry both as a vendor and as a services provider to the banking, telecommunications, loyalty, retail, and other industries.

As Director of Product Management, Dave is responsible for directing and developing the portfolio of software products and solutions.



Bruce Kielar

Bruce Kielar is Executive Vice President and Chief Creative Officer at Roberts Communications Inc. He leads three key elements of the agency—creative, interactive digital media, and production. Plus, he's Roberts' digital 1:1 personalization guru.

With over 25 years of agency experience, Bruce has worked with major brands such as BlueCross and BlueShield, MasterCard Worldwide, Mohawk Papers, W.L. Gore & Associates, and Xerox.

Bruce has won numerous national and local awards. In his free time, he serves on the Center for Youth board of directors, has been an Adjunct faculty member at RIT teaching advertising and design, and a volunteer for CASA.

Bruce did his graduate work in Advertising Design at Syracuse University and received his Bachelor's degree from RIT.

PRESENTERS



John Lacagnina

John Lacagnina is founder and President & CEO of SoftPrint Holdings. Soft-Print Holdings is the owner of ColorCentric Corp. and prInternet, Inc.

SoftPrint is a leading provider of a digital printing operating system (DPOS) and digital production system (DPS) that enables its' customers to deliver over 4000 different printed products from their unique content in a quantity of one under their brand. The prInternet software/hardware platform allows their customers to leverage their own brand, customer base and supply chain to provide incremental revenue at high margins with virtually no investment. The mission of ColorCentric is to be the back-end provider for any printed product such that their customer can both focus on their strengths while leveraging their brand to provide additional products through their supply chain.

Before ColorCentric, John co-founded and was President and CEO of Electronic Demand Publishing, Inc. (EDP). He also founded Entire, Inc. and Quality Measurements Systems and Excel Information Systems. John has over 34 years experience in the computer industry and 26 years in the digital printing business. He holds patents in color xerography, digital measurement systems, and digital laser measuring devices.

John graduated with a B.S. in Electrical Engineering (cum laude) from RIT, where he served on the Board of Trustees from 1986 -1995, and was president of the 85,000 member National Alumni Association. In 2001, he was selected as one of twenty "Innovators" of Upstate New York to be part of the "Upstate Alliance for Innovation." John is a Board member of the Cross-Media Innovation Center (CMIC) at RIT.



Pat McGrew

P.C. (Pat) McGrew, M-EDP, CMP is the Go-to-Market Evangelist in the IHPS Group at Hewlett Packard. As an industry educator and promoter of data-driven customer communication and integrated marketing techniques, Pat works with customers and their clients to enhance communication effectiveness. As one of the first educators in TransPromo and similar techniques, she has worked for almost three decades to help customers identify and grow their communication capabilities.

Pat is the co-author of seven books covering multi-channel document delivery, a regular writer/editor in the industry trade press, and webcast host. Pat is active in Xplor International and DMA, holding certifications from both. Find Pat on Twitter as @PatMcGrew on Google+ as PC McGrew and on LinkedIn.

PRESENTERS



Ivan Mironchuk

Ivan Mironchuk is Solutions Account Manager, North America for the Adobe Digital Publishing Suite. Specializing in editorial workflow systems and digital asset management, Ivan is an Adobe Certified Expert in InDesign and InCopy. A known publishing technology specialist, Ivan is a consultant and a co-author of *Hand of a Master: Advancements in the Graphic Arts*.

Ivan holds a B.S. in New Media Publishing and a M.S. in Printing Technology and Digital Publishing from RIT.



Bruce Leigh Myers

Bruce Leigh Myers, Ph.D. is an earned Doctorate in Graphic Communications with over twenty-five years of extensive industry experience currently serving as Assistant Professor in RIT's School of Media Sciences.

Bruce worked as a resident professor in Graphic Communications at a New Jersey State University from 2000 – 2004, and served over twelve years as an Adjunct Instructor teaching theoretically based Graphic Communications concepts at New York University. Industry experience includes over fourteen years in various sales, training and management positions at X-Rite, Incorporated and eleven years in technical, sales and management positions at Agfa.

Dr. Myers' areas of specific technical expertise include color management, statistical process control, quality management, quantitative research design and analysis.



Wayne Peterson

Wayne Peterson is the Principal of the Black Canyon Consulting Group Inc. Wayne's 30-year career in Graphic Communications has included CEO assignments three times, as well as C-Level roles in marketing and business development. He has created and built five strong brands, and led three fast-growing firms. He founded the Black Canyon Consulting Group in 2008.

Wayne's practice specializes in Cross-Media Communications, and equips clients to compete, win, grow and thrive. It focuses on three areas: effective revenue growth, customer creation and retention, and competitive strategy and branding. Wayne's practice includes primary research, client consultation, executive coaching, sales coaching and life coaching. Wayne also serves as a fractional Chief Strategy Officer for selected clients. Clients include printing and other graphic communication firms, publishers, associations, and technology development firms nationwide.

PRESENTERS



John (Jack) Rahill

Jack is the Inbound Marketing & Product Planning Manager at Xerox Corp. He has been involved in IQ and product development at Xerox for the last 14 years. Jack is a big picture guy who holds a lifelong belief in quality at all levels; product development, strategy and planning and customer focus. His career focus has been in product development by bringing customer needs to real life products. Jack holds a patent in color image reproduction.

Jack received his B.S. in Chemistry, M.S. in Imaging Science, and M.S. In Engineering - Product Development from RIT.



Michael Riordan

Michael Riordan is a faculty member of RIT's School of Media Sciences where he does research and teaches coursework relating to all aspects of publishing production.

Michael works closely with industry professionals to help improve their workflows and has worked with CGATS and standards organizations to develop quality assurance mechanisms to support the same. In his leadership role within RIT's Open Publishing Lab, Michael has led cross-disciplinary teams in developing open-source tools for publishing and social networking.

Michael presents regularly at industry events, has published several technical papers, and served as co-editor for the Pocket Pal: A Graphic Arts Production Handbook.



Jerry Scher

Jerry Scher's known by many names -- business builder, senior executive, trainer, sales professional, facilitator, coach, mentor. Regardless of the title, the end result is the same -- making people around him significantly more successful. His ability to diagnose business and people issues and effectively communicate appropriate solutions truly differentiates him.

A 36-year veteran of the Graphic Communications Industry, along with a 10-year career in public education, provides Jerry with a unique perspective into the challenges being faced by industry executives. As Principal and Founder of Peak Focus, LLC and a Master Distributor for Harrison Assessment™ Technology, Jerry works with organizations in selecting/hiring/promoting the best people as well as customizing personalized growth and development strategies.

PRESENTERS



John Schloff

John Schloff is the Managing Director of Marketing for Eco-mail, a recent entrant into the digital mail market. He is responsible for market positioning, market awareness, lead generation, content development, analyst relations, PR, strategic alliances, and sales support.

John has incubated and launched over 25 new products/businesses. Prior to joining Eco-mail, John was VP of Strategy and New Business Development at Pitney Bowes where he led strategy and innovation for the \$3B division. During his tenure John incubated and launched 2 SaaS eCommerce businesses, a postal kiosk business, and led the creation and early incubation of Volly, a digital mail services business.

He joined Pitney Bowes in 2005 as the VP of Strategy, Marketing and Product Management where he crafted a strategic alliance with HP to enter the production print business, while shaping the company's Customer Communication Management (CCM) business strategy.

John has served on the board of PODi, the Print On Demand Initiative. He received his B.A. in Economics (magna cum laude) from USC and his M.B.A. (summa cum laude) from Pepperdine University.



Gina Testa

Regina (Gina) R. Testa is vice president, Graphic Communications Industry Business for Xerox and brings to her position more than 25 years of executive experience in financial, operational, product delivery and marketing roles. She is responsible for helping Xerox graphic communications industry customers around the world profit and grow with digital print.

Gina has long been active in both industry and community organizations. In 2009, she was appointed and serves on the board of directors of NPES, the National Printing Equipment Suppliers and in 2012 also joined their executive committee. She also serves as a director on the national boards of the Printing Industries of America (PIA) and the boards of the Print On Demand initiative (PODi) and RIT's Cross Media Center (CMIC). From 2003 to 2012, Gina was the chair of the marketing committee of The Print Council and served on its executive leadership committee. She is also a past board member of the National Association of Print Leadership (NAPL).

During her career, Gina has been recognized with numerous awards. Most recently, in 2012, the Printing Industries of America named Gina the recipient of the 2012 Naomi Berber Memorial Award honoring outstanding women in the graphic communications industry. In 2010, she was recognized as an Output Links Woman of Distinction. In the same year Gina was inducted into the Walter E. Soderstrom Society, an honors organization that recognizes the contributions of industry leaders.

Gina holds a Bachelor's from Colgate University and a M.B.A. from RIT.

PRESENTERS



Arianna Valentini

Arianna Valentini is a Research Analyst with InfoTrends. She performs primary and secondary research, provides competitive analysis on market trends relevant to digital production hardware and produces service deliverables including news analysis, event analysis, trend analysis, market forecasting and forecast analysis. Her client areas include: On Demand Printing & Publishing, Wide Format Printing, Functional & Industrial Printing, and Color Label & Packaging.

Arianna possesses a B.F.A. in Visual Media (Minor, Print Media) and a M.S. in Print Media from RIT.



Joe Webb

Dr. Joe Webb is one of the graphic arts industry's best-known consultants, forecasters, and commentators, is director of WhatTheyThink's Economics and Research Center, and president of Strategies for Management, Inc. As of fall 2013, he teaches an online course, Media Law, for RIT.

A 35+ year veteran of the graphic arts industries, his writings, presentations, and webinars about economics, management, and strategy, are recognized as must-read features on WhatTheyThink since 2003.

Joe started in the industry with Agfa's Graphic Systems Division, was a marketing executive with Chemco Photoproducts, and entered consulting full time in 1987. In 1994, he founded the influential TrendWatch information service, sold to multinational publisher Reed Elsevier in 2000.

His book, 'Disrupting the Future: Uncommon Wisdom for Navigating Print's Challenging Marketplace,' written with Richard Romano, has been described as "the manifesto for a new generation of printers." Dr. Webb's other books are 'Renewing the Printing Industry,' 'Getting Business,' and 'Changing Our Mindset.'

Dr. Webb has joined with Professor Chris Bondy and consultant Wayne Peterson in a new executive management and business transformation initiative, "UnSquaring the Wheel."

Joe is a Ph.D. graduate of the NYU Center for Graphic Communications Management and Technology and has served on the Center's Board of Advisors. He holds an M.B.A. in Management Information Systems from Iona College and was a magna cum laude graduate in Managerial Sciences and Marketing from Manhattan College.

SESSIONS

CMIC SUMMIT 2013 WELCOME

WEDNESDAY, OCTOBER 9

8:30 - 9:00 AM

Chris Bondy • Gannett Distinguished Professor and Administrative Chair
RIT School of Media Sciences

EXECUTIVE SUMMARY

The Cross-Media Innovation Center (CMIC) at RIT is focused on addressing the significant economic, technological, and cultural changes impacting the graphic communications industry.

The CMIC research agenda provides a platform to address the trends, issues, and opportunities surrounding print, web, mobile, and social media across the cross-media communications value chain.

In his remarks, Chris will touch on highlights from CMIC's inaugural year, our collaborative research mission, and efforts to expand the industry ecosystem beyond "print," by broadening perspectives regarding the cross-media value chain model, as it relates to promotional, transactional, and publishing.

SESSIONS

THE NEXT GENERATION WORKFORCE FOR THE GRAPHIC COMMUNICATIONS INDUSTRY

WEDNESDAY, OCTOBER 9

9:30 - 10:00 AM

Jerry Scher • Principal
Peak Focus

EXECUTIVE SUMMARY

As advances in technology continue to drive the urgency for graphic communications companies to redefine their businesses, their strategic focuses as well as their new revenue streams require that new jobs be created and filled. These jobs, in many cases require skills, knowledge, and expertise that we've not recruited for in the past and this challenge is further complicated by pressures generated by the interaction of a multi-generational workforce.

The challenge of attracting, recruiting, hiring and on-boarding talented employees continues to be high on our priority list. How we determine who the most talented candidates are, where we find them, engage them and motivate them to seriously consider our industry for their career path requires a well-executed strategy. Our ability to attract them, objectively select them, create personalized development programs, and retain them is certainly becoming a major human capital challenge.

SESSIONS

PROMOTIONAL PANEL SESSION

WEDNESDAY, OCTOBER 9

10:15 - 11:00 AM

Moderator

Gina Testa
Vice President, Graphic Communications Industry
Xerox Corporation

Panel Participants

Bruce Kielar
Executive Vice President, Chief Creative Officer
Roberts Communications

Jon Budington
President
Global Thinking

Lucas Barber
Marketing Communications Manager
College of Imaging Arts and Sciences
Rochester Institute of Technology

SESSIONS

ADOPTION OF TECHNOLOGIES FOR CONTRACT COLOR PROOFING

WEDNESDAY, OCTOBER 9

11:00 - 11:30 AM

Bruce Myers • Assistant Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

A confluence of technological innovations has impacted the lithographic commercial printing industry in general, and color proofing in particular. In this study, the current state of technology adoption of contract color proofing is examined, including virtual “soft” proofs and both halftone-based and continuous tone hard copy proofing technologies.

Data were obtained via a quantitative, cross-sectional survey that was distributed to commercial printing organizations. The survey sought responses from potential respondents regarding the various technologies utilized to produce contract color proofs.

Data are analyzed and compared to a similar 2005 study, with emphases on implications for relevant stakeholders suggested by the obtained results.

SESSIONS

THE FUTURE OF PRINTING: TECHNOLOGY CONVERGENCE WITH THE USER AT THE CENTER

WEDNESDAY, OCTOBER 9

11:30 - 12:00 PM

Elena Fedorovskaya • Paul and Louise Miller Distinguished Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

Development and proliferation of digital imaging and media, novel personal electronic devices, and real-time access to vast knowledge and databases via the Web create fundamental changes in how people generate and communicate information. These changes affect the role of print in supporting communication processes.

To stay relevant and successfully integrate into the global information and communication system, the printing industry must aspire to a vision of a printed product as an independent interactive media providing multisensory experiences and effortless access to other types of media.

During this transformation, print can capitalize on its advantageous properties of immediacy, tangibility, portability, as well as environmental sustainability, while acquiring an additional functionality of multimodal interactivity. The latter is enabled by an undergoing technology convergence with the development of functional printing and printed electronics on one hand, and computer vision and image processing, on the other.

For print media to be effective, greater understanding is needed of users' behavior and preferences for consumption and interaction with such interactive printable media products, as well as their expectations for organization of content across different media. This presentation will discuss these points.

SESSIONS

ROI: WILL TODAY'S ANALYSIS TECHNIQUES WORK IN 2020?

WEDNESDAY, OCTOBER 9

12:45 - 1:15 PM

John (Jack) Rahill • Inbound Marketing & Product Planning Manager
Xerox Corporation

EXECUTIVE SUMMARY

From a historical perspective, product marketing budgets were targeted for print as well as electronic mediums. Yet today, content communication incorporates print, television, as well as the Web.

Marketing budgets have scaled back in recent years and a large shift seen in the amount of dollars moved from print and TV to digital. This means businesses are required to work with online data on a daily basis. Regardless of the source of the data, a simple metric business relies on to determine the extent of economic success is ROI, or Return on Investment.

While there are economic pitfalls in the print media space, the same is true for the online space as well. Communicating via the Web is not simply creating a website. Looking around today, smart phones, iPad's, tablets, etc. are second nature to readers, viewers, and users of information. Learning to avoid these pitfalls and maximizing revenue is a key to success, regardless of how content is created or communicated.

Digital ROI is becoming more important, and, as data increases in size and depth, newer models for predictive analytics will be needed. But, it is not just the analytical "What," one also needs to know qualitative "Why," which means one must know the market too. Where will this skill set and knowledge come from? Are students being trained today for our future needs? New research and more advanced techniques may be necessary.

SESSIONS

STRATEGIC EYE ON GLOBAL COMPETITION

WEDNESDAY, OCTOBER 9

1:15 - 1:45 PM

Barbara Birkett • Associate Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

Although U.S. printers have been somewhat isolated from global competition, they should not consider themselves immune from it as they strategize for the future. IBISWorld research (2013) indicates that increased global competition in print products, especially in less time-sensitive products, can be anticipated from emerging markets where economic growth has spurred increased revenues in commercial printing. With this environment as a background, this presentation has its theoretical basis in Michael Porter's work in which he demonstrates that a country's exported products can be indicators of industry clusters and a consequent national competitive advantage in these industries. U.S. print providers then should have some interest in monitoring print exports to the U.S. from the countries that have been identified as likely having existent or emerging print industry clusters.

Using the United Nation's Comtrade Database, this study first examines exports from 176 reporting countries. It also identifies the print products, as categorized in the U.N. database, that are increasingly exported to the U.S.

The UK, Germany, the Czech Republic, China/Hong Kong, and Finland, plus five more countries, are identified as likely to have existing print industry clusters and to show increasing exports of print to the U.S.

Among the countries with likely emerging print industry clusters, Croatia, Hungary, India, Malaysia, and Peru show increasing print exports to the U.S. According to the results of this study, these are countries that are likely to show increasing strength as competitor nations and to foster growth in competitor firms.

SESSIONS

BREAKTHROUGH TO PAPERLESS MAIL

WEDNESDAY, OCTOBER 9

1:45 - 2:15 PM

John Schloff • Managing Director, Marketing
Eco-mail

EXECUTIVE SUMMARY

After years of mail producers marketing paperless alternatives, conversion rates to paperless still lie below 20%. The concept of a “digital mail box” that consolidates mail from disparate sources has shown real promise, but no solution to date has leveraged the one proven architectural approach that could meet the needs of all three key market stakeholders:

- ‘Producers’ Create and deliver mail today
- ‘Consumers’ Receive, act upon, and manage mail
- ‘Distributors’ Existing organizations, with large digital audiences, that aggregate and present digital mail to consumers

An industry wide exchange platform, like those used by Visa or ACH, would simplify the millions of secure connections required to enable paperless mail and break thru the 4 key market barriers:

- 1.) No Critical Mass of Mail in the Digital Mail Box
- 2.) Key Participants Being Dis-Intermediated
- 3.) Insufficient Consumer Value/Motivation
- 4.) Challenges in Building a New Consumer Brand

This presentation will explore the six key reasons why an industry-wide exchange architecture is critical to enabling the movement to paperless mail, and will explain how this architecture will break through the 4 key market barriers.

SESSIONS

TRANSACTIONAL PANEL SESSION

WEDNESDAY, OCTOBER 9

2:30 - 3:15 PM

Moderator

Bob Barbera
Product Marketing Manager
Canon USA

Panel Participants

John Schloff
Managing Director, Marketing
Eco-mail

Dave Hook, Vice President
Product Management
Crawford Technologies Inc.

Tim Donahue
Solutions Architect,
Eastman Kodak Company

Pat McGrew
Go-to-Market Evangelist/Inkjet High-speed Production Solutions
Hewlett-Packard Company

SESSIONS

MEDIA LAW AND THE GRAPHIC COMMUNICATIONS INDUSTRY

WEDNESDAY, OCTOBER 9

3:15 - 3:45 PM

Dr. Joseph Webb • Director, Economics & Research/President
WhatTheyThink/Strategies for Management

EXECUTIVE SUMMARY

The laws affecting media almost seemed simple when publishers dominated the marketplace. The Internet, digital media, social media, and the expectation that “the Internet should be free” have created new challenges in content ownership, audience privacy, and the employment of media professionals.

Dr. Webb provides an overview of how this area of law affects the decisions of practitioners, content owners and creators, and media consumers.

SESSIONS

SMS STUDENT SHOWCASE CUSTOMIZED PUBLISHING - "PAW PRINT"

WEDNESDAY, OCTOBER 9

3:45 - 4:15 PM

Christine Heusner • Lecturer
Gabrielle Barandiaran and Kathryn Cooper (students)
RIT School of Media Sciences

EXECUTIVE SUMMARY

Paw Print is a collaborative student project developed by students in RIT's School of Media Sciences, School of Design, and College of Computing and Information Sciences to showcase student innovation for Rochester Institute of Technology's 2013 Imagine Festival.

The project was designed in an effort to create a fun and educational experience where visitors could learn about variable data and publication automation. Visitors to the exhibit were able to create their own children's book customized based on user input through a website. The book layout was fully automated and sent directly to PDF or print, so the visitor received their book nearly immediately after completing the web form. This project has since been exhibited at the Wegmans' LPGA and other RIT sponsored events.

This presentation will outline the methodology and workflow that the students undertook in the development and execution of this project, including a description of the project development and the strategy behind the design. We will take you through our findings, analytics, and evaluation of the project. Finally, we will talk about how this type of student project and innovation relates to the future of the graphic communications industry.

SESSIONS

A METHODOLOGY FOR THE AUTHENTIC REPRODUCTION OF VINTAGE PHOTOGRAPHIC MATERIAL

THURSDAY, OCTOBER 10

9:00 - 9:30 AM

Michael Riordan • Lecturer
RIT School of Media Sciences

EXECUTIVE SUMMARY

The digitization of vintage photographic originals (film, prints, tintypes, ambrotypes, daguerreotypes, etc.) presents a challenge for color management, as their specific material characteristics do not consistently align with current color management profiling targets. This study investigates modifications to the standard ICC model to enable more accurate reproduction of originals.

The study was initiated after a body of vintage photographic originals were digitized and reproduced using a standard ICC color management model. The results were unacceptable for the bulk of the originals reproduced despite the control image targets verifying that the process had been conducted correctly and within normal tolerances. Several methodologies were tested to get the tone and color data necessary to attempt to correct for the limits presented by the workflow.

After multiple experiments, two methodologies proved to have preliminary success. This presentation will show the preliminary results of this study and provide a view into the next steps of this on-going research.

SESSIONS

HOW LOW CAN YOU GO? INK REPRODUCTION FOR FOOD PACKAGING PRINTERS

THURSDAY, OCTOBER 10

9:30 - 10:00 AM

Eddy Hagen • General Manager
VIGC

EXECUTIVE SUMMARY

Sometimes you have to challenge common knowledge to innovate. Common knowledge dictates that you need a 330% total area coverage (TAC) to get a real black. Many printers don't really like to use ink reduction, because "it's no good." The reasons are from the past, from the days when 4-color jobs were printed on 2- and 1-color presses and when computer-to-plate didn't exist.

VIGC, the Flemish Innovation Center for Graphic Communication, challenged this 'fact' and found it to be baseless. VIGC set about investigating TAC and ink reduction at the behest of one of its members — a food packaging printer often confronted with PDF files with a very high TAC.

In an effort to address the printer's concerns, VIGC engaged on a series of TAC tests with the goal of establishing the (visual) limit of black: how low can you go?

Their findings show that much lower TAC levels are acceptable, and often not visually distinguishable from a high TAC. The lower amount of ink can make a real difference for the food packaging printer such as ink drying is faster, thus lowering the risk of set off. But the lower TAC needs to be done right -- both in the composition of the CMYK (i.e., the construction of the profile) as well as the place in the workflow to apply the ink reduction.

As for the food packaging printer at the basis of this VIGC research? He is using the special VIGC profiles on a daily basis and is very pleased.

SESSIONS

PRINT BUYERS' PREFERENCES AND TECHNOLOGY CHANGE

THURSDAY, OCTOBER 10

10:00 - 10:30 AM

Robert Chung • Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

This is a story about managing technology change to better meet customers' expectations in the graphic arts industry. Experiences have shown that print buyers prefer clean and bright color. They also want color consistency, i.e., 'printing to numbers.' When printers print on OBA brightened substrates, printed color looks brighter, but the numbers are wrong and the proof-to-print no longer match in color.

ISO/TC130, the international printing standardization body, specifies the 'substrate-corrected colorimetric aims' or SCCA method to reconcile the gap between the target dataset and that of the actual printing. By adopting the new SCCA technology, RIT was able to demonstrate 'printing to numbers' and proof-to-print match under the influence of OBA.

In order to introduce the standards-enabled solution to the market, RIT developed the PSA program, a rigorous and impartial workflow auditing process, to address the printing certification needs. We believe that print buyers will recognize the value of PSA and demand PSA certification when managing their global supply chains. We also believe that printers will recognize PSA as a technical merit and a strategy for survival and competitiveness.

SESSIONS

A NEW FACE (PHASE) OF PRINTING

THURSDAY, OCTOBER 10

10:45 - 11:15 AM

Shu Chang • Melbert B. Cary Jr. Distinguished Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

A characteristic of printing technologies is its ability to carry and deliver a tiny amount of material to a substrate. This small quantity of material is the building block to form a thin two-dimensional image. As printing technologies advance to deliver more types of marking materials to a variety of substrates, many remarkable opportunities have emerged. Consider what are printable beyond the traditional paper documents and graphics, images with functionalities beyond information communication can now be realized. Because of the capability to print multiple materials in nano-gram quantities, these objects can be incredibly complex; thus, resulting in many unique applications in the fields of electronics, biomedical engineering, and energetic devices (solar cells, for example) that were not possible before. Today, the printing industry is transforming to include functional and dimensional objects; and in parallel, manufacturing is undergoing also a paradigm shift from designing parts that must be integrated together to printing fabricated objects from the digital data stream. In the April 21-27, 2012 issue of 'The Economist,' digital three-dimensional printing was hailed as "The Third Industrial Revolution."

This presentation overviews briefly printing technologies and materials used in the 3D manufacturing world. In this overview, 3D printing and the traditional document printing will be compared to illustrate the current state and the enabling technology needs for the 3D manufacturing. The comparison will cover at a high level the current differences for a number of major elements in the overall architecture of printing. Selected current and potential applications will be introduced to emphasize the attractiveness of functional printing and the obstacles it faces.

SESSIONS

EXPLORING SURFACE DEFECTS ON EP-BASED 3D PRINTED STRUCTURES

THURSDAY, OCTOBER 10

11:15 - 11:45 AM

Marcos Esterman • Associate Professor
Alvaro J. Rojas Arciniegas (Ph.D. Student)
RIT Center for Imaging Science

EXECUTIVE SUMMARY

Electro-Photography (EP) has been used for decades to print fast, cheap, and reliably in offices and homes around the world. It has been shown that the use of EP to print three-dimensional (3D) structures is feasible. In fact, multiple layered prints are already commercially available in the form of color prints but that is a limited number of layers. If the number of layers could be increased to produce functional 3D printed structures, the desirable attributes of EP include: speed, reliability, selective coloring, ability to print a thermoplastic, multi-material printing, and the ability to print materials directly without the needs for a transport medium, such as liquid ink formulations. Preliminary tests have confirmed the feasibility of using EP as an Additive Manufacturing (AM) technology. However, similar issues were encountered to those reported in literature, namely the non-uniform brittle 3D structures that resulted as the number of layers increased.

In order to determine the factors that affect the formation of these defects, an experiment was developed to identify these factors. Four independent factors were selected based on preliminary observations: the base substrate, the number of materials (i.e. colors), percentage fill (i.e. halftoning), and the use of graded transitions. A full factorial experiment was designed which resulted in 24 experimental conditions. The samples that were generated were measured at different layer intervals, 10, 20 and 30, for surface roughness, sample weight, height, curl and surface quality as indicators of the progress.

This presentation delves into the study and its results, which indicate that the base substrate plays an important role for how the sample curls but not for the smoothness of the surface; it also confirms that the more material is placed on the sample, the rougher the sample surface becomes. An interesting observation is that the leading edge of the sample into the fuser rollers was always rougher than the trailing edge.

SESSIONS

COLLABORATIVE R&D IN NEWSPAPERS

THURSDAY, OCTOBER 10

1:00 - 1:30 PM

Michael Riordan • Lecturer

RIT School of Media Sciences

Matthew Bernius (Ph.D. Student, Cornell University)

EXECUTIVE SUMMARY

The disruptions caused by new media have meant that all forms of publishing need to increasingly engage in research and development to identify new business, content, and workflow models.

Unfortunately, by its nature, research and development is a costly undertaking for businesses and is often underfunded. Businesses under difficult financial pressures are especially challenged to fund necessary R&D, forcing them to look for creative and cost-effective ways to facilitate this need.

Nowhere are these pressures more apparent than in traditional news media organizations, in particular, newspapers. As such, this industry has adopted several creative new models for engaging in R&D.

This presentation will explore one such model -- partnering with civic organizations, through an investigation of the group Hacks/Hackers.

Hacks/Hackers is an international organization, funded through a Knight Foundation News Challenge Grant, which brings together journalists and technologists to collaborate on journalism projects. Using lessons learned for the Rochester chapter of hacks/hackers, we will explore the results of these collaborations and present best practices for facilitating private/civic research and development efforts.

SESSIONS

PRODUCTION COLOR DIGITAL PRINT CAPABILITIES BEYOND FOUR COLOR

THURSDAY, OCTOBER 10

1:30 - 2:00 PM

Arianna Valentini • Research Analyst, Production Group
InfoTrends

EXECUTIVE SUMMARY

Today, many print service providers are looking for ways to expand their offerings beyond the traditional printing methods of just CMYK. While most production color digital document printers remain as four-color options, there has been more development in the high-end electrophotographic market (e.g., HP, Kodak, Xeikon) that is expanding the capabilities of some devices to accommodate five or more print stations, also known as “5+” colors, during production.

Nevertheless, an extensive review of these device features, their value-add to the printed page, and vendor classification has not been completed—until now.

Through desk research and interviews with vendors, InfoTrends assessed the major market players and listed out their capabilities to give some perspective on what is available. Along with this coverage, new entrants to the offline market, such as Scodix and MGI, have also been covered to showcase the value-add options offered offline.

This presentation will show what capabilities are offered, which vendors are in the market, who are the new entrants, and how 5+ colors can be a value-add for print service providers. Vendor capabilities will be separated out into the six main categories (i.e., spot color, gamut expansion, specialty, coating, textured, and security) of 5+ color capabilities, as defined by InfoTrends, and discussed in regards to the range of capabilities that can be completed using these effects. Along with the presentation, there will be print samples to allow the participants to see for themselves the impact of these effects.

SESSIONS

PUBLISHING PANEL SESSION

WEDNESDAY, OCTOBER 9

2:00 - 2:45 PM

Moderator

Dr. Twyla Cummings
Senior Associate Dean, College of Imaging Arts and Sciences
Rochester Institute of Technology

Panel Participants

John Lacagnina
President and CEO
ColorCentric Corporation

Ivan Mironchuk
Solutions Account Manager
Digital Publishing
Adobe Systems, Inc.

Matthew Bernius
Ph.D. Student
Cornell University

SESSIONS

TRANSFORMATION IN THE GRAPHIC COMMUNICATIONS INDUSTRY

THURSDAY, OCTOBER 10

3:30 PM - 4:00 PM

Wayne Peterson • Principal
Black Canyon Consulting Group Inc.

EXECUTIVE SUMMARY

Graphic Communications is an industry in “wholesale transition,” as one CEO expressed it. As that transition proceeds, the distraction of new and emerging technology masks a fundamental change in the business strategies and business models firms are finding effective.

The Black Canyon Consulting Group conducted a research project which interviewed over 200 graphic communications CEO's to understand how they are adapting and responding to new customer expectations and relationships. Wayne will present a summary of their findings, focused specifically on business strategies and the business models necessary.

NOTES

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