



CMIC Summit 2013

Chris Bondy

*Administrative Chair, School of Media Sciences
Gannett Distinguished Professor*

Rochester Institute of Technology

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Prof. Michael Riordan

Prof. Pat Sorce

Gina Testa **CMIC Master of Ceremonies**

Thanks for our SMS Team

- **SMS Staff:**

- Lauren Cardella, Liz Dopp, Marcia Carroll, Erich Lehman, John Eldridge, Bob Fleck, Student Staff: Trevor Schroeder, Shannon Moore, Meagan Damont

- **SMS Faculty:**

- Prof. Graham Anthony and Prof. Christine Heusner for their extended effort on the CMIC event booklet

Thanks to our Presenters

Speakers

- JERRY SCHER
- BRUCE MYERS
- ELENA FEDOROVSKAYA
- JACK RAHILL
- BARB BIRKETT
- JOHN SCHLOFF
- JOE WEBB
- MICHAEL RIORDAN
- MATTHEW BERNIUS
- EDDY HAGEN
- BOB CHUNG
- SHU CHANG
- ALVARO ARCINIEGAS
- MARCOS ESTERMAN
- ARIANNA VALENTINI
- WAYNE PETERSON

Customer Panels

Promotional Panel: *Moderator:* GINA TESTA
JON BUDINGTON
BRUCE KIELAR
LUCAS BARBER

Transactional Panel: *Moderator:* BOB BARBERA
JOHN SCHLOFF
DAVE HOOK
TIM DONAHUE
PAT MCGREW

Publishing Panel: *Moderator:* TWYLA CUMMINGS
JOHN LACAGNINA
IVAN MIRONCHUK
MATTHEW BERNIUS

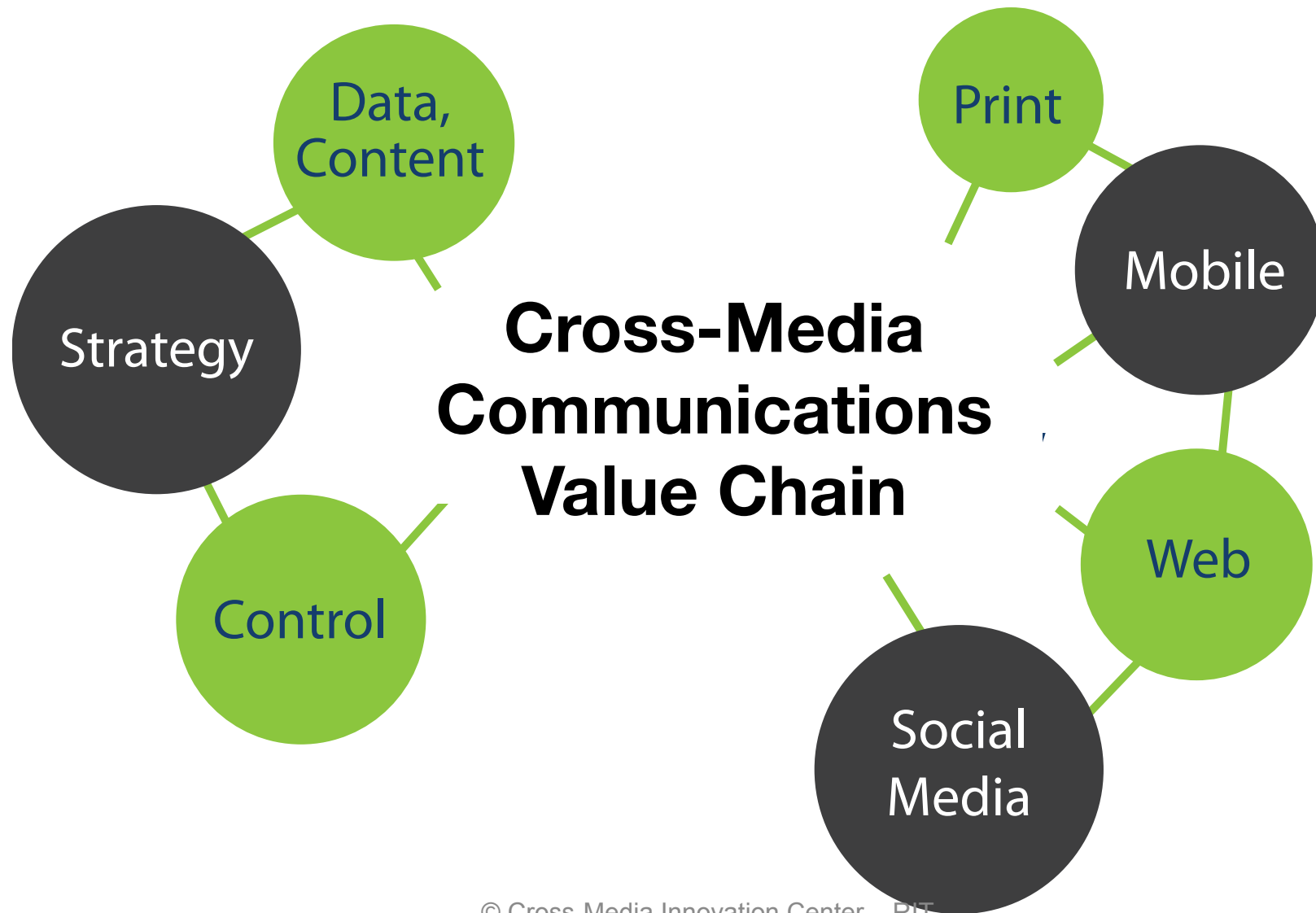
Student Showcase

Faculty: CHRISTINE HEUSNER
Students: KATHRYN COOPER
GABRIELLE BARANDIARAN

Cross-Media Innovation Center Mission

*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 business-relevant thought leadership, focused research, and the mindful collaboration of solution providers, service providers, students, alumni and educators. The CMIC will provide a platform to address the **issues and opportunities of the cross-media communications value chain.***



Cross-Media Innovation Center

Industry Benefits

- Applications-Driven Research and Development
- Professional Development for partner firm employees integrating the School of Media Sciences and CMIC (Education and Training)
- Student Co-op – next generation of Future Leaders
- Print-In-The-Mix Web Portal for real-time dialog

RIT Student and Faculty Benefits

- Industry-driven input to School Research Agenda
- Source for funding research
- Technology development opportunities for student incubation center based on industry's unmet needs
- Guest lectures – “Industry Fellows”
 - Practical application experience

Cross-Media Innovation Center

Staying Connected:

The CMIC will expand the scope of the Print-In-the-Mix Web portal with timely access to new content and collaboration with colleagues in industry. This portal will foster dialog between students, alumni, and trade professionals with forums that stimulate innovative ideas (currently, nearly 70,000 visits per year).

Educational Outreach:

The Cross-Media Innovation Center at RIT plays a major role in providing high-quality training and education programs to the graphic communications industry. We are currently working on a Media Architect certification program.

Industry Partner Council:

Quarterly CMIC Industry Partner Council meetings to review research progress and identify new opportunities that will help to direct the CMIC research agenda.

New SMS Faculty

Two new Endowed Professors and one Adjunct Professor

Dr. Shu Chang as the Melbert B. Cary Distinguished Professor

- Ph.D. in Materials Science at the University of Minnesota
- Career in printing technology research and development at Xerox for the past 23 years
- Mentored many students from RIT, MIT, and other academic institutions
- Over 25 U.S. Patents and patent applications, as well as over 40 publications
- Teaching focus will concentrate on cross-media integration (printing, publishing, etc., both electronically and on paper)

Dr. Elena Fedorovskaya as the Paul and Louise Miller Distinguished Professor

- Doctorate in Psychophysiology, as well as a Master's degree in Applied Mathematics
- Created user experience concepts for novel usage of images and multimedia collections
- Work resulted in 30 U.S. Patents and numerous publications
- Teaching focus will be on behavioral aspects involved in cross-media publishing and communication

Dr. Joe Webb as an adjunct professor to teach Media Law

- Brings decades of industry experience to the classroom
- A popular contributor to WhatTheyThink.com, author, seminar leader and consultant
- Received his Ph.D. from NYU in Graphic Communications Management & Technology

Cross-Media Innovation Center

CMIC Laboratories:

The CMIC Laboratories are vendor-equipped laboratories with systems from a variety of vendors that make up the cross-media value chain.

RIT Co-ops:

Participating in the RIT co-op program can expose your firm to our brightest students for short-term projects with the potential of hiring these students as future employees.

CMIC – CM Lab

New Cross-Media lab for pre-media research

- Content, data analytics, and composition -- to ERP, Web-to-print, social media, Web, tablet and mobile publishing, and workflow
- Tightly integrated with our new Marking Technology and Material Sciences Labs
- Advanced eye-tracking system



Cross-Media Lab



Marking Technology Lab

- Addition of a 6-Color Mark Andy flexo-press (to be commissioned in October)
- 6-Station screen press ordered

Future Plans

- Acquisition of 3D printing technology
- Looking for a 2-6 color Sheet-fed Offset press

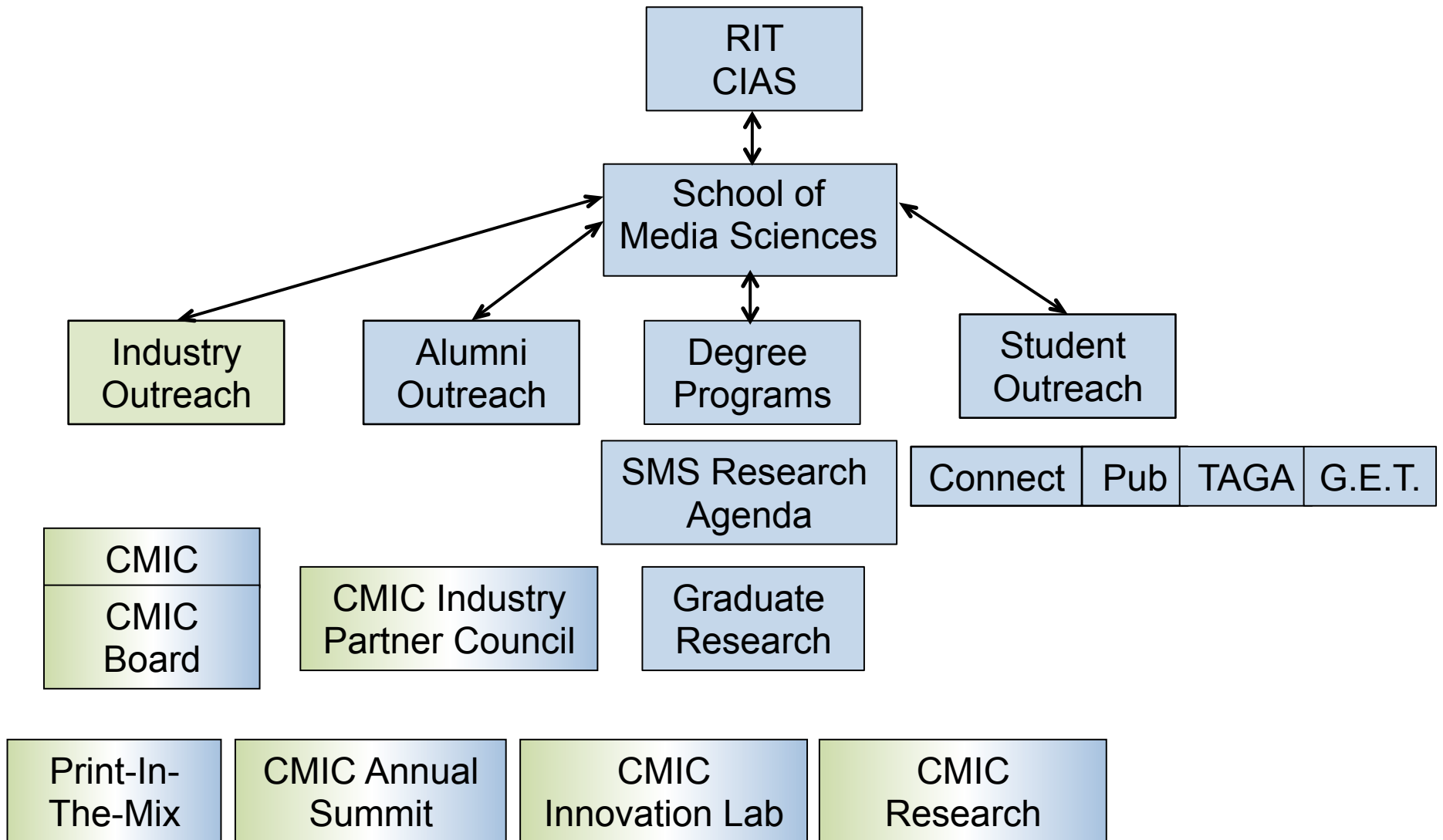
Marking Technology Lab



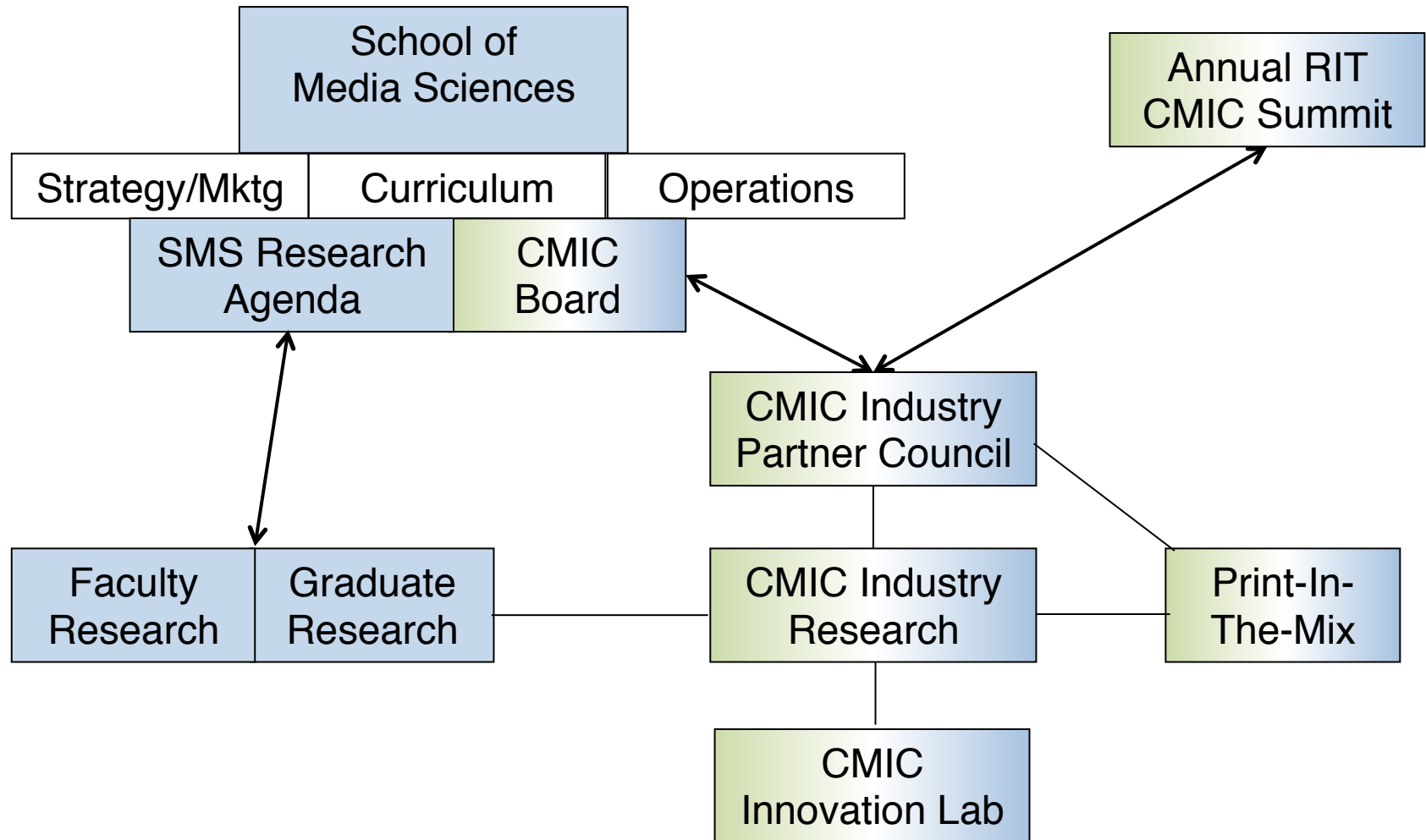
Expansions of a Material Science Lab



SMS/CMIC Governance and Structure



Research Agenda Flow



CMIC Research Agenda and Labs Focus

- **Data Analytics**
 - Business Strategy, Behavioral, and Process
- **Content Management**
 - Collecting, Organization, Storage, and Retrieval
- **Cross-Media Production**
 - Print
 - Web
 - Mobile
 - Social Media
- **Marking Technology**
 - Traditional Print (offset, flexo, screen, gravure, letterpress)
 - Digital (electrophotography, ink jet)
 - Functional (3D printing, vertical markets)
- **Workflow Process Management, Control, and Optimization**
 - Cross-media color and content fidelity across the workflow

Research Agenda – Additions?

- **JERRY SCHER – Talent acquisition and management**
- **BRUCE MYERS – Contract color proofing process and technologies**
- **ELENA FEDOROVSKAYA – Understanding & predicting individual preferences in cross-media communications**
- **JACK RAHILL – Applied data analytic in cross-media communications**
- **BARB BIRKETT – Strategic relevance of global competition**
- **JOHN SCHLOFF – Adoption of online bill payment**
- **JOE WEBB – Media law in cross-media communications**
- **MICHAEL RIORDAN – Authentic reproduction of vintage photographic material**
- **EDDY HAGEN – Ink reduction for food packaging printers**
- **BOB CHUNG – Print buyer image quality preferences**
- **SHU CHANG – Opportunities for functional printing**
- **ALVARO ARCINIEGAS/MARCOS ESTERMAN – Surface defects on EP-based 3D printed structures**
- **MATT BERNIUS – Collaborative R&D in newspapers**
- **ARIANNA VALENTINI – Production color digital print capabilities beyond four-color**
- **WAYNE PETERSON – Transformation in the graphic communications industry**



Thank You!

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