



## **CMIC Summit 2013**

**Chris Bondy**

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

**Rochester Institute of Technology**



# Thanks to our CMIC Sponsors





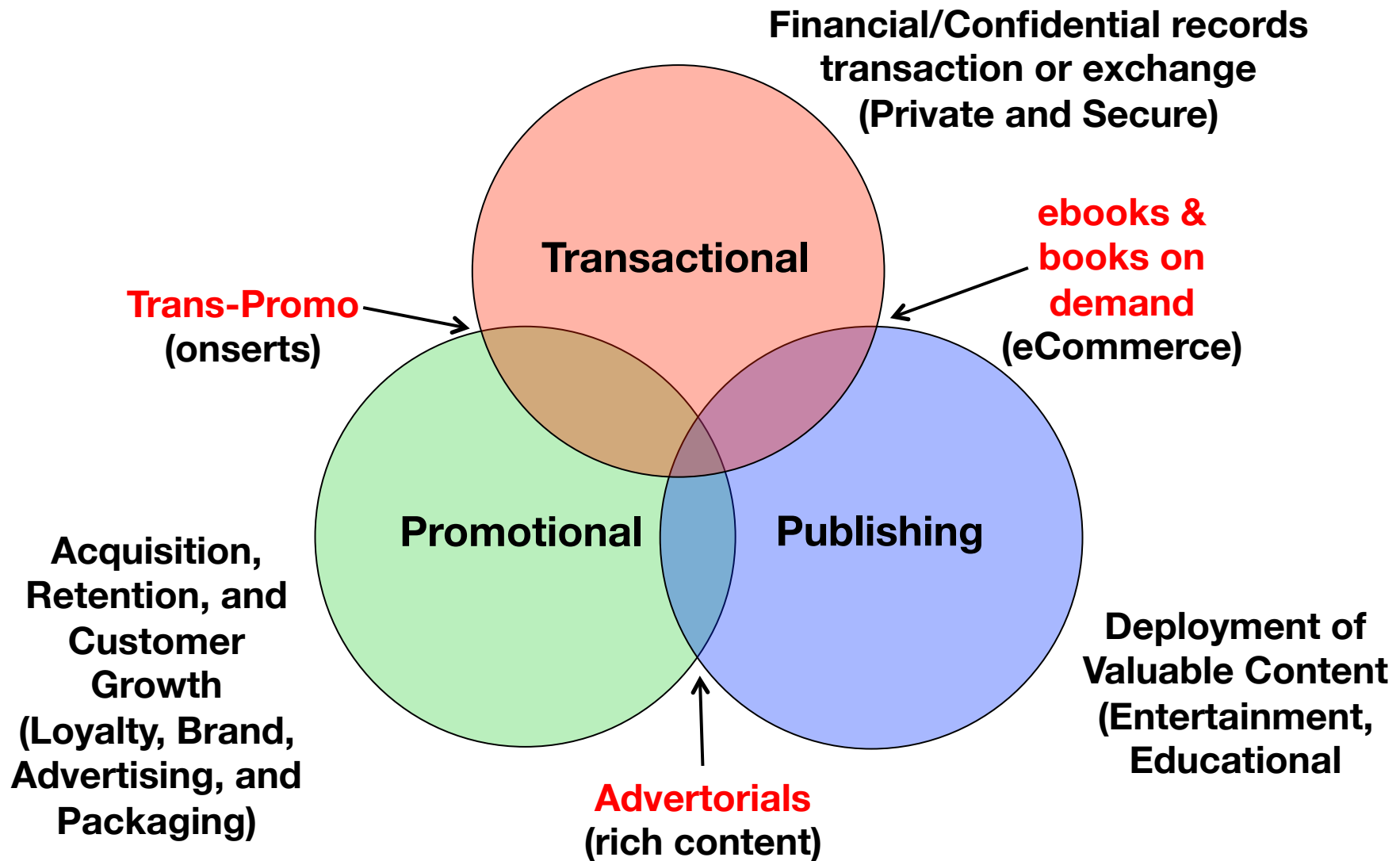
# Cross-Media Innovation Center Mission

*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 communication value chain.***



# Cross-Media Communications Opportunity





**Cast a wider net – upstream & downstream**





# Upstream Opportunities





# Strategy





# Content

A collage of various images including a soccer ball, a polar bear, a businessman, a hand holding a globe, and a hand holding a smartphone, all set against a background of a computer monitor and keyboard. The images are layered and semi-transparent, creating a sense of depth and interconnectedness. The background features a large computer monitor and a keyboard, suggesting a digital or technological context. The overall composition is vibrant and dynamic, with a mix of natural, human, and technological elements.



# Data



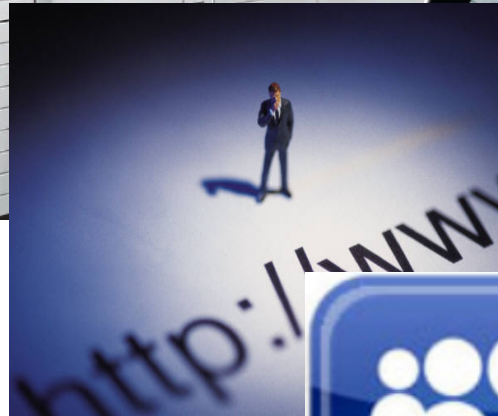


# Downstream Opportunities





# Deploy





# Transactional to Trans-Promo/Pub

The collage features several overlapping elements:

- my statement**: A document from ABC Company with account number 98765123456789. It includes a photo of John Sample and details about his plan for January 1 to December 31, 2008. A table shows the value of his plans changed this period: my contributions (\$10,873.91), my employer's contributions (\$8,221.25), and withdrawals from my plans (\$420.00).
- Costco Wholesale**: A promotional flyer for Tommy Armour TA 845s Irons 3-SW, priced at \$299.99. It also includes a section for Costco Wholesale Membership, detailing the benefits of the Gold Star membership.
- Computer Screen**: A screenshot of a medical software interface. The top bar shows patient information: 15385-1, Rickard, James G. The interface includes tabs for Patients, Schedule, EClaims, Notes, Rx, Imaging, Attachments, EMR, and Email. The main content area displays a patient's history of present illness, including pain scale ratings (0-10) and a diagram of the human body with a red circle highlighting the lower back area. The date 12/06/2007 is visible.
- AMOXICILLIN 500MG**: A blister pack of capsules, labeled with the name of the medication and the dosage.
- Progress Report**: A document from the University of California, San Diego, detailing the progress of a research project. It includes sections for Medication, April Results, and a timeline for the project.



# Personal Publishing – Photo Books

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Kids adore reading personalized books.



Stickers



Puzzles

Shop now for some of our best-selling personalized books.



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Placemats

Be the first to  
know about new  
products and  
promotions

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# Personalized Publishing Experience





# Promotional to Promo-Publishing

View: [Icons] Zoom: [Icons] Cart: [Icon]

Prev

## OMG, it's OLED

New TV technology produces the best picture ever

Say hello to the world's first large-screen OLED TV. With its graceful curves and dazzling picture, LG's 55EA9800 is a true game-changer. OLED is a big step beyond plasma and LCD — it's the closest thing we've seen to a perfect screen technology. This ultra-thin 55" set produces the deepest black levels and most lusciously lifelike colors we've ever seen. How? Read on.

### On or off, OLED will make you look

OLED stands for Organic Light Emitting Diode, and it's the organic part that is groundbreaking. Traditional light emitting diodes have been used in LED-LCD TVs for years — as the backlight shining through a layer of LCD pixels. OLED screens have a pixel layer made of a self-illuminating carbon-based material — each pixel is its own light source which can be independently switched on and off, so there's no need for a backlight with all its limitations. OLED has the color accuracy and wide viewing angles of a plasma TV, plus the brightness and energy efficiency of an LCD. When we pulled the LG 55EA9800 out of its box, we were amazed that a 55" TV could weigh so little — only 38 pounds! Photos don't fully convey how beautifully sleek and cool this TV looks in person. At its thinnest, the panel is barely as thick as a pencil. And the screen isn't flat, it's gently curved, which makes watching feel even more cinema-like.

### LG's most advanced TV — in every way

LG designed the 55EA9800 to deliver state-of-the-art home theater viewing. It's the only OLED TV to earn THX® certification, which ensures a super-accurate picture. Built-in Smart TV apps provide instant access to a nearly limitless selection of entertainment — streamed video from services like Netflix®, Vudu®, and Hulu Plus™, music from Pandora® and Rhapsody®, social networking, and lots more.

LG's motion-sensing Magic Remote uses gesture controls to let you easily search and select web entertainment just by pointing and clicking. It's a lot like using a wireless video game controller. You can also download a free app and control this TV with your smartphone.

#58555800 \$9999.99

Price Alert — Visit our site or call for the latest price

Get all the details: [crutchfield.com/55EA9800](http://crutchfield.com/55EA9800)

See our full selection: [crutchfield.com/OLED](http://crutchfield.com/OLED)

EnergyGuide annual energy cost: \$18. Your energy cost depends on your utility rates and use. The estimated cost is based on 11 cents per kWh and 5 hours of use per day. For more information visit <http://www.fic.gov/energy>

## SmartSummary

Your personal health finance and benefits statement

### Your Personal Care Account (PCA) summary

Employer contribution for this year  
Amount rolled over from prior year \$250.00  
Amount you've spent to date  
First quarter \$150.00

Total spent  
Balance remaining in your PCA

### Your Personal Care Account (PCA) activity (Oct 1 to Oct 31/04)

Date posted	Name of provider or pharmacy
Oct 1/04	Opening balance
Oct 5/04	Card Jones, MD
Oct 9/04	Wal-Mart
	<b>Savings spotlight:</b> If you buy your Humana ACA card right then in
Nov 11/04	Wal-Mart
Nov 4/04	St. Jude Hospital
Dec 9/04	James Dean, MD
Dec 11/04	Wal-Mart
Dec 21/04	Mail Order Village Pharmacy
Dec 31/04	Remaining balance

The IRS may request that you submit receipts to confirm that PCA. Please keep all receipts from these accounts. For IRS substantiation need receipts. For questions regarding your FSA, HSA, or PCA and

You can see the current balance of your FSA at [www.humana.com](http://www.humana.com)

If you have money in your FSA that you want to use before it expires, you can print a personalized list of all purchases you've made with your FSA card. For more information see the Wall Street

## SmartSummary

Your personal health finance and benefits statement

**HUMANA**  
Guidance when you need it most

Statement period  
January 1, 2008 to March 31, 2008 - 3rd Qtr

Member ID  
112233445 01

Member Name  
Jane Doe  
Group ID  
121212

### Simple. Green. Smart.

Looking for an easy way to reduce paper clutter in your life and help the environment at the same time? No problem! Each time you see your doctor, you receive an Explanation of Benefits (EOB) in the mail that details the medical services you received. Now you can choose to eliminate the hassle of tracking and filing that paper by registering to receive your EOBs, SmartSummary statements, and other communications electronically on MyHumana at Humana.com.

Simply login to your password-protected MyHumana account and follow these simple steps:

1. Click on "My Profile," located at the top of the page
2. Click on "My Communications Preferences"
3. Select "E-mail" for your Medical EOB



### What's inside...

Your personal profile.....	2
Numbers to watch.....	2
Claims we received.....	3
Communications with Humana.....	5
Your portable health care record.....	7

### Look for these icons

- Savings alerts - see pg 4, 5
- Health alerts - see pg 9, 11
- How your plan works - see pg 2, 9
- Plan coverage changes
- Personalization
- Online Resources - see pg 2
- Phone Resources

COMUNKA53207180604200808210000002  
JANE DOE  
111 MAIN STREET  
ANYTOWN KY 00000

©2008 Humana Inc., Patent Pending  
Questions about your plan or this statement call 1-866-4-A-DEIST or visit Humana.com  
Urgent medical questions call Humana's First Nurse Advice Line at 1-800-622-9529

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Guidance

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**e\$1.00**

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EXPRESS AUGUST 31, 2009

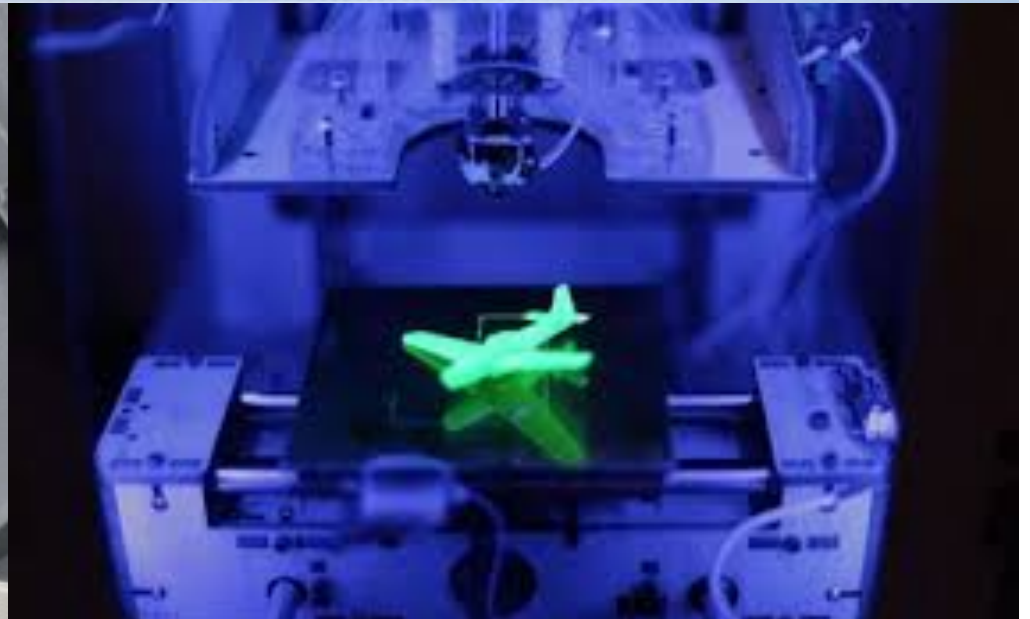


# Functional Printing – Packaging



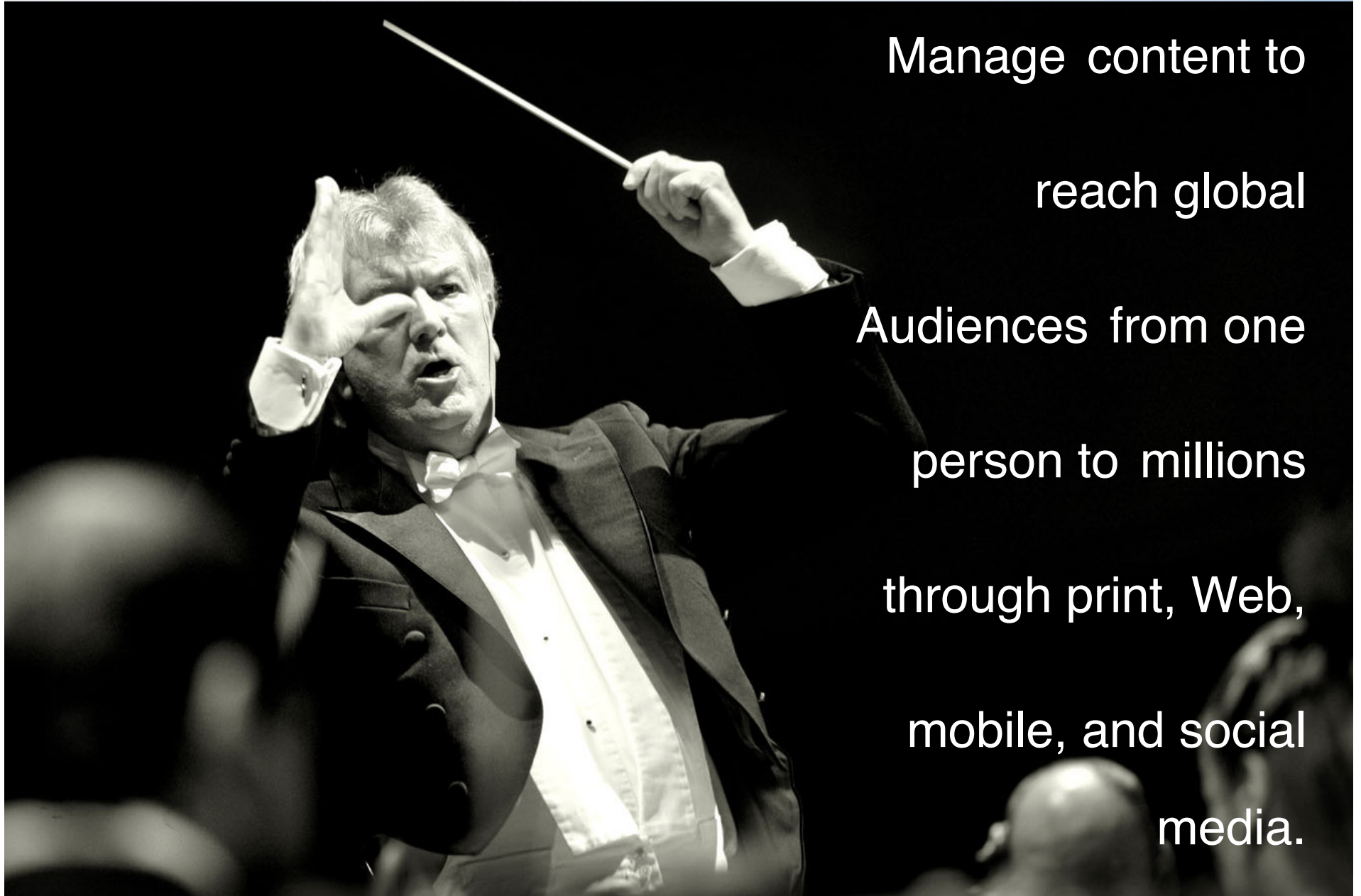


# Functional Printing – 3D Printing





# Integration Opportunities



Manage content to

reach global

Audiences from one

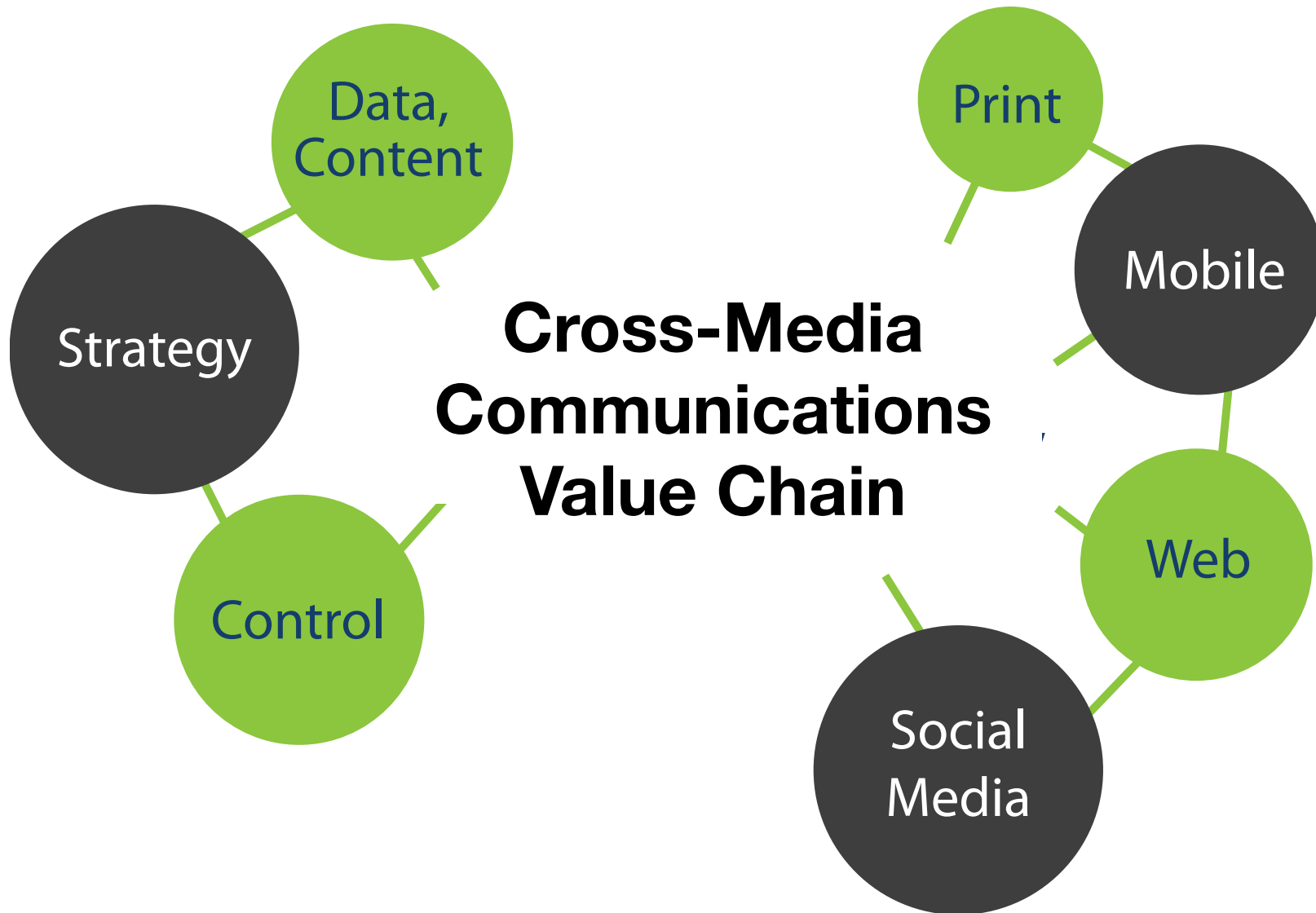
person to millions

through print, Web,

mobile, and social

media.







# Control





# Media Architect





# 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



# Sample Test Question





# Thank You!

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