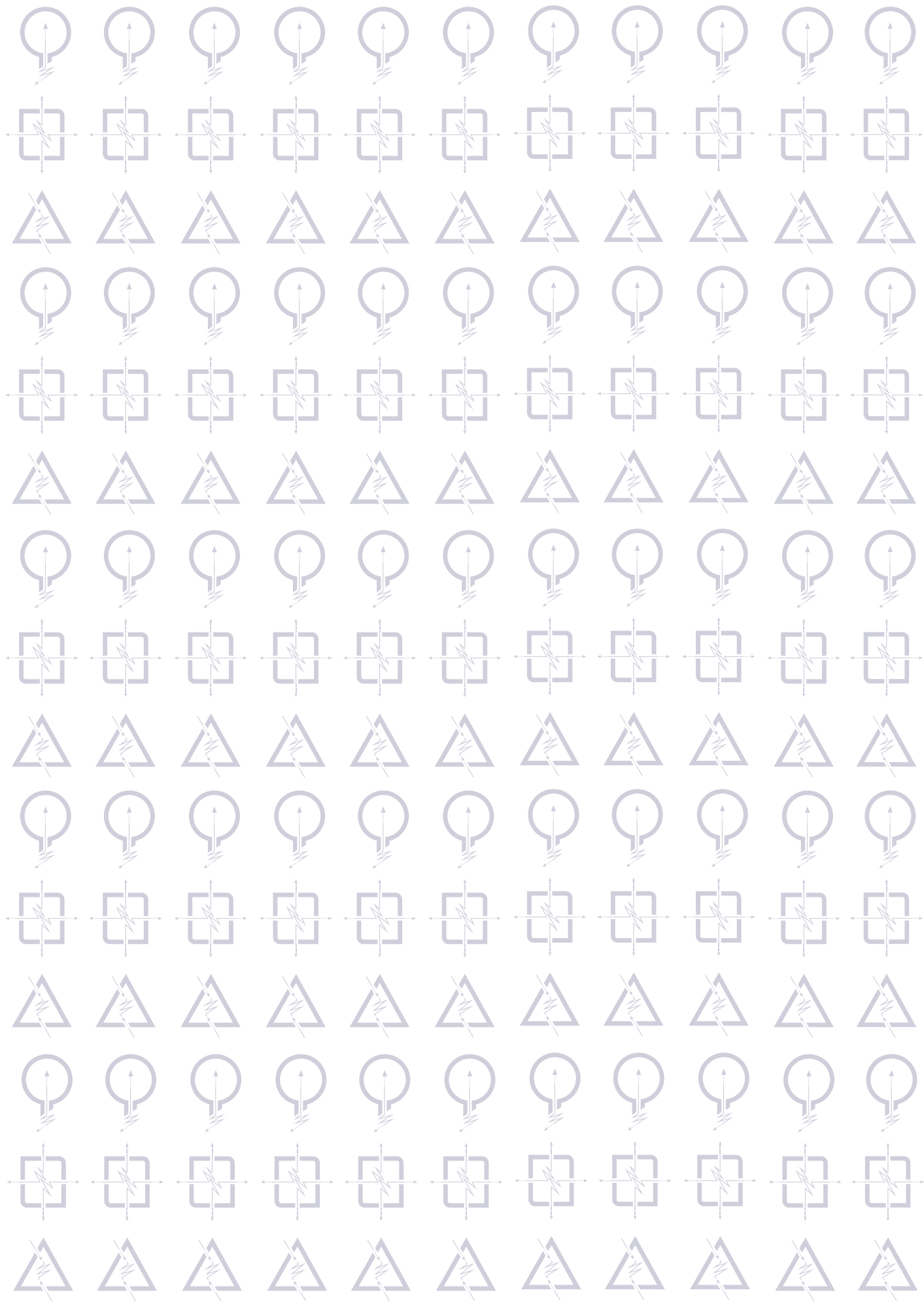


CMIC SUMMIT 2012

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 first Cross-Media Innovation Center Summit. I believe that the Cross-Media Innovation Center presents an exciting new opportunity to expand the outreach efforts of the School of Media Sciences to the industries it serves. Our major outreach program in past years has been the Printing Industry Center, which was created through an initial grant from the Sloan Foundation and supported by generous contributions from industry members. In its 10-year lifetime, the Print Industry Center produced over 70 research publications, seven books, with contributions coming from over 30 faculty and 50 students and input and direction coming from the over 500 industry professionals who subscribed to our offerings. I am impressed by the amount and quality of the work that has been done. It is a real testament to the power of collaboration between the academic and professional worlds.

It is our goal to continue to harness that power. With all of the significant change that has come to the School of Media Sciences – not just the new name, but the new faculty, the new philosophy, and the new administration, both of the School and the College of Imaging Arts and Sciences where it is housed – we felt that the time was right to build a new model of collaboration with our industries partners. We believe that the Cross-Media Innovation Center provides that model. The CMIC will serve the printing industries in a bigger and better way as they grow and adapt in the Cross-Media world. We believe that the Cross-Media Innovation Center will meet the needs of both the university and the graphic arts professions it serves, as well as provide a tremendous opportunity for collaboration with colleagues in other disciplines and colleges at RIT, such as the Saunders College of Business and Industrial and Systems Engineering.

In closing, I want to thank Chris Bondy for his tireless efforts in taking the Cross-Media Innovation Center from concept to reality. I believe that the Center will prove to be a great asset to both the profession and to RIT. I hope that you thoroughly enjoy this inaugural summit meeting.

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 first annual Cross-Media Innovation Center (CMIC) Summit. This is just one of the outreach efforts that we are planning in the newly renamed School of Media Sciences. The Summit is the first external program sponsored by the CMIC at RIT and will launch a new era of partnership between RIT and the graphic communications industry. Please refer to the following pages for our vision and mission of the Center.

We also want to announce many positive developments in the School of Media Sciences. The most obvious development is on our new name. It builds on our 75-year print heritage and extends the school's reach to include the orchestration of all content to all media. This name change speaks to an expanded curriculum, which is designed to meet the needs of our dynamic industry and reach a wider-range of prospective students. In order to communicate this change to high school students, their parents, the Industry, and our alumni, we have developed an all-new Vision Brochure. The vision brochure will be made available to all CMIC summit participants.

I am very pleased to announce that, through the comprehensive efforts of the faculty and staff and the implementation of a refined strategic plan, curriculum, and recruiting effort, we begin this year with an incoming class of 32 freshman and 8 graduate students, more than double that of the previous year. This is only the beginning of our growth plan as we transform our school to better align with the global needs and interests of a cross-media communications value chain.

In addition to the curriculum changes mentioned above, we are expanding the school's facilities. Highlights of this effort include the expansion of our marking technology labs for digital, litho, screen and flexo printing, our material sciences lab, and our cross-media innovation lab. I am pleased to report that our facilities team has secured a 6-color Mark Andy flexo-press, which we will be installing before the end of the calendar year. Our expanded labs will pave the way for more industry-relevant research that will be influenced by the research priorities of CMIC industry partners and RIT alumni.

Finally, in the fall of 2013, RIT will adopt a semester-based calendar. The School of Media Sciences is taking advantage of this institute-wide change to update and refine our entire curriculum to make it a more immersive learning program. Efforts will be underway this entire year to enrich our program and make it more relevant to today's market needs. We will also be adding two professors to our team this year to expand our breadth in the classroom and in our research initiatives.

We hope you find our first 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 underline.

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

AGENDA

THURSDAY, OCTOBER 18

1:00 - 1:20 PM	WELCOME - SUMMIT AGENDA Gina Testa Vice President, Marketing Xerox
1:20 - 1:45 PM	CMIC MISSION AND OVERVIEW Patricia Sorce Faucett Distinguished Professor RIT School of Media Sciences
1:45 - 2:45 PM	INDUSTRY TRENDS Chris Bondy Gannett Distinguished Professor RIT School of Media Sciences
2:45 PM	BREAK
3:00 - 4:00 PM	ECONOMIC OUTLOOK Dr. Joe Webb Director of Economics and Research Center WhatTheyThink.com
4:00 - 5:00 PM	THE LIBERATED PHOTOGRAPH Frank Cost McGhee Distinguished Professor RIT School of Photographic Arts & Sciences
5:00 - 6:00 PM	BREAK
6:00 - 7:00 PM	COCKTAILS

AGENDA

THURSDAY, OCTOBER 18 *continued*

- | | |
|----------------|--|
| 7:00 - 8:00 PM | DINNER |
| 8:05 - 8:15 PM | BRUCE JAMES INTRODUCTION
Dr. Jeremy Haefner
Provost and Senior Vice-President
Rochester Institute of Technology |
| 8:15 - 8:45 PM | DESSERT SPEAKER
Bruce James
24th Public Printer of the United States and
Chairman-Emeritus RIT Board of Trustees |
| 9:00 PM | ADJOURNED |

FRIDAY, OCTOBER 19

- | | |
|----------------|---|
| 7:30 - 8:00 AM | CONTINENTAL BREAKFAST |
| 8:00 - 8:30 AM | EXPLORING STRATEGIC BUSINESS MODELS
Jeff Allen
Vice President
Standard Register |
| 8:30 - 9:00 AM | THE PACKAGING OPPORTUNITY
Kevin Karstedt
President
Karstedt & Associates |
| 9:00 - 9:30 AM | MINIMIZING COLOR VARIANCE
Bruce Myers
Professor
RIT School of Media Sciences |

AGENDA

FRIDAY, OCTOBER 19 continued

9:30 - 10:00 AM	INNOVATION SHOWCASE Fonts@fingertips Professor Christine Heusner Casey Jabbour and Gabrielle Barandiaran RIT School of Media Sciences
10:00 - 10:15 AM	BREAK
10:15 - 10:45 AM	STRATEGIC SERVICES Jon Budington President Global Thinking
10:45 - 11:15 AM	PERSONALIZATION IN THE GRAPHIC ARTS Professor Graham Anthony RIT School of Media Sciences
11:15 - 11:45 AM	DATA/CONTENT IS KING Matt Turner Worldwide Director Media Solutions, MarkLogic Corp.
11:45 - 12:45 PM	LUNCH
12:45 - 1:15 PM	MOBILE - 2CLOUD - 2PRINT Udi Chatow R & D Manager HP Labs
1:15 - 1:45 PM	INTERACTION WITH MOBILE MARKETING Bryan Yeager Associate Director InfoTrends

AGENDA

FRIDAY, OCTOBER 19 continued

1:45 - 2:15 PM	INNOVATION SHOWCASE Bookbag Professor Michael Riordan Anton Ninkov RIT School of Media Sciences
2:15 - 2:30 PM	BREAK
2:30 - 3:00 PM	MARKING TECHNOLOGY Professor Bob Eller RIT School of Media Sciences
3:00 - 3:30 PM	REAL WORLD DIGITAL PRODUCTION Randy Seberg Chief Technology Officer Direct Mail Marketing Partners
3:30 - 4:00 PM	CMIC RESEARCH AGENDA Chris Bondy Gannett Distinguished Prof. RIT School of Media Sciences
4:00 PM	ADJOURNED

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 dialog 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

Jeff Allen



Jeff Allen leads Standard Register's Business Solutions Marketing and Product Management team in launching new solutions into the market. Jeff is a nationally recognized marketing and business development executive with over 24 years experience in sales, marketing and business development leadership. He is an expert marketing and product development strategist with the ability to identify and capitalize on market opportunities. His deep understanding of the enterprise communications value chain enables him to successfully drive cultural change in the business. Jeff is the author of the book *Strategic Positioning*, NAPL, 2003.

Graham Anthony



Graham Anthony is a visiting lecturer in the School of Media Sciences at Rochester Institute of Technology. He is very focused on Information Technology solutions for the publishing industry. He specializes in technical planning and implementation of cross-media workflow and systems to facilitate efficient content generation and publishing. Prior to starting at RIT, Graham spent 5 years working for Nukote International. While there he spent time in research and development, quality, and asset management positions.

Chris Bondy



Chris Bondy is the Gannett Distinguished Professor and Administrative Chair of the School of Media Sciences at Rochester Institute of Technology. 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 3 decades of industry experience, Chris has extensive experience in strategy, business development, product planning, process reengineering, and sales/marketing communications. Chris 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 is an active industry speaker and leads strategic consulting initiatives for both solution providers and service providers across the globe.

Chris received his Bachelor of Science at New York Institute of Technology in Interdisciplinary Studies: Business Marketing, Behavioral Science & Graphic Design. He received a Masters of Engineering and Science in New Product Development at Rochester Institute of Technology.

PRESENTERS

Jon Budington



Since joining Global 17 years ago, Jon 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 graduated with a BS from the Rochester Institute of Technology.

Udi Chatow



Udi Chatow creates and leads incubations at HP Labs. He joined HP-Indigo in 1988 and has held several R&D positions among them Project Manager, Ink Department Manager, and R&D Materials Section Manager, before taking on his current position in 2005. Udi received his B.Sc. and M.Sc. degree in Physics from Tel Aviv University and his MBA from Kellogg / TAU.

Frank Cost



Frank Cost is the McGhee Distinguished Professor, School of Photographic Arts and Sciences, RIT. After serving as the Associate Dean and the Interim Dean in the College of Imaging Arts and Sciences at Rochester Institute of Technology, Frank has returned to his first love: teaching photography. He still works closely with academic programs in art, craft, design, printing, publishing, photography, film & animation, and new media. He has advised the graphic communications industry on strategies for new technology acquisition and process integration as well as technology manufacturers seeking to understand the real needs of the industry. Frank has conducted industry seminars and consulted throughout the USA, Europe, Asia, South America, and the Middle East. He is the author of the Pocket Guide to Digital Printing and The New Medium of Print: Material Communication in the Internet Age.

Bob Eller



Bob Eller is a Visiting Professor in the School of Media Sciences. He leads the school's Marking Technology program and has been deeply involved in the creation of US and International Standards for the Graphic Arts Industry. His research interests include Digital Printing and Package Printing. He chairs the Curriculum Committee for the School of Media Sciences.

Before coming to RIT, Bob was the ExxonMobil Executive responsible for creating corporate alliances and step-out new businesses in the area of Packaging. During his career at ExxonMobil, he held senior management positions in the areas of Business Process Re-Engineering, Information Technology, Logistics, Quality, and Packaging Film Technology Development. He holds an AB and MA in Mathematics from the University of Missouri.

PRESENTERS

Jeremy Haefner



Dr. Jeremy Haefner is Provost, Senior Vice President for Academic Affairs, and a Professor of Mathematics at Rochester Institute of Technology. Before joining RIT, Dr. Haefner served in a number of administrative roles at the University of Colorado at Colorado Springs including concurrent appointments as vice chancellor for research and innovation, dean of the Graduate School, Dean of the College of Engineering and Applied Science, director of the Colorado Institute for Technology Transfer and Implementation. He also was chair of the mathematics department, director of the campus-wide Teaching and Learning Center, faculty associate for information technology and faculty associate for teaching and learning, and professor of mathematics at UCCS.

Throughout his faculty and administrative career, Dr Haefner has been committed to the discovery of new knowledge through scholarship, creativity and research, excellent teaching and learning environments, faculty support, community service and the development of the whole student. He maintains a passion for innovation and creativity along with a desire to effect positive change. At RIT, Dr. Haefner assumes the responsibilities of Provost with a dedication to fairness, understanding, and the inspiration to strive for excellence.

Christine Heusner



Christine Heusner received her B.A. in Art with a concentration in photography from Elmira College and her M.F.A in Imaging Arts from Rochester Institute of Technology. Christine is currently a professor in the School of Media Sciences at Rochester Institute of Technology, Rochester, NY 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.

Bruce James



Bruce James served as the 24th Public Printer of the United States and CEO of the United States Government Printing Office (GPO) from 2002 to 2007. In 2006, he was named Federal civilian executive of the year in recognition of the transformation of the Government Printing Office from a traditional heavy-metal printing operation into a multidimensional digital information organization. He has served as a member of the National Digital Strategy Advisory Board and as chairman of the Board of Regents of the National Library of Medicine. He currently serves as a member of the U.S. Comptroller General's Advisory Board.

Bruce graduated from RIT's School of Printing in 1964. He has served as a member of RIT's board of trustees since 1994 and is now chairman-emeritus. He received the University's Outstanding Alumnus Award in 1996, was the commencement speaker in 1998 and was elected chairman of the board of trustees in 2002. In 2005, RIT created the Bruce R. James Distinguished Public Service Award which annually recognizes a student for exemplary public service in the wider Rochester community. During a business career spanning more

PRESENTERS

than 30 years, he founded and led 13 technology-driven printing and publishing organizations operating throughout the world. In addition to numerous business boards, Bruce has served on and chaired more than 20 governmental, charitable and educational boards, commissions and task forces.

Kevin Karstedt



Kevin Karstedt is CEO of Karstedt Partners LLC. Kevin has been involved with digital packaging graphics production and digital printing since the mid 1980s and is considered both a pioneer and a visionary with regards to digital printing and digital workflows. Since 1996 Kevin has been on the forefront of digital technologies that affect the production and execution of printed packaging and labels. He works with brand owners, package printers/converters, graphic service providers and companies who develop tools for use in the package development and printing industries including digital workflow technologies and digital printing. In 2012 Karstedt Partners authored a comprehensive research report titled Packaging: Evaluation of Vertical Markets & Key Applications for PRIMIR the research arm of NPES. Karstedt has contributed to two other packaging studies for PRIMIR and was the author of the first Digital Printing for Packaging report for Pira in 2000.

Bruce Myers



Bruce Leigh Myers, Ph.D. is an Assistant Professor in the School of Media Sciences at Rochester Institute of Technology with over twenty five years of extensive industry experience. Dr. Myers worked as a resident professor in Graphic Communications at Kean University in the early 2000's, 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. Bruce Myers earned his Ph.D. in Graphic Communications from NYU.

Michael Riordan



Michael Riordan is a full-time faculty member at RIT's School of Media Sciences where he teaches coursework focused on publishing and production. Through his research, he has worked closely with publishers, print service providers and creative agencies to help improve their workflows and has worked with CGATS and standards organizations to develop quality assurance mechanisms to support the same. Michael presents regularly at industry events, has published several technical papers, served as co-editor for the Pocket Pal: A Graphic Arts Production Handbook and was the 2008 PGSF Educator of the Year.

PRESENTERS

Randy Seberg



Randy Seberg is the chief technology officer for DMH Marketing Partners. Established in 2005, DMH was created to bring all aspects of direct mail together under one umbrella to provide not-for-profit organizations a single source for marketing and production capabilities to serve their customers. The companies in DMH are Alaniz, Mt Pleasant, Iowa; FOCUS Direct, San Antonio; Mail America, Forest, Va.; IDMI, Akron, Ohio; DMH Marketing Partners of Louisville, Ky.; Diamond Back Direct, Baltimore; Creative Mailing & Marketing, Los Angeles. Prior to his role at DMH, Seberg was president, Alaniz LLC Product Marketing, chief financial officer for Alaniz and Sons, of Mt. Pleasant, IA, and senior vice president, Hawkeye Bank and Trust, Mt. Pleasant, IA

Patricia A. Sorce, Ph.D.



Pat is currently the director of the MS Program in Print Media at RIT School of Media Sciences. She teaches in the areas of marketing research, buyer behavior and database marketing. Her recent book, *Personalization*, examines the factors that impact the demand for personalized printing. Pat earned a Ph.D. in cognitive and experimental psychology from the University of Massachusetts. She has published in refereed marketing, management, and psychology journals.

These publications have spanned a wide range of topics including basic research in psychology (retrieval processes in long term memory), marketing segmentation analysis (lifestyles of older consumers), and most recently, internet buying behavior and relationship marketing. Before her appointment in the School of Media Sciences, she served as Associate Dean of the RIT College of Business from 1996 through 2001.

Gina Testa



Regina (Gina) R. Testa is vice president, Graphic Communications Industry Business for Xerox. She was appointed to this position in January 2009. Testa leads a team of industry experts focused on serving the major segments of the graphic communications industry: commercial printing, packaging, quick and franchise printing, book publishing, photo specialty products, transaction printing, direct mail, pre-media and creative services.

Prior to her current position, Testa was vice president, Channel and Customer Business Development, Xerox Production Systems Group. In this role, Testa created and launched the Xerox ProfitAccelerator™ program; launched the business development training and professional services strategy; and managed the Fujifilm global reseller relationship. In 2009, Testa was appointed and continues to serve as a director on the national boards of the Printing Industries of America (PIA) and the National Printing Equipment Suppliers (NPES) organizations. Testa also serves on the boards of the Print On Demand initiative (PODi) and the RIT Cross Media Innovation Center. Testa is a past board member of the National Association of Print Leadership (NAPL). Testa holds a bachelor's degree from Colgate University and master's of business administration degree from the Rochester Institute of Technology.

PRESENTERS

Matt Turner



Matt Turner is the Worldwide Director of Media Solutions at MarkLogic Corporation where he develops strategy and solutions for the Media, Publishing and Information Provider markets and works with customers and prospects to create leading edge information and digital content applications with MarkLogic Server. Previously, Matt worked with Sony Music creating community, identity and content delivery applications for artist sites and reviewing investment opportunities for Sony Music's venture arm. Prior to that, Matt was at PC World where he developed some of the industry's first XML based publishing systems. Matt has been a speaker at XML and publishing conferences including the Henry Stewart DAM, Publishing Expo, Frankfurt Book Fair, SIIA, ASIDIC and Gilbane conferences.

Joe Webb



Dr. Joe Webb is one of the graphic arts industry's best-known consultants, forecasters, and commentators. He is the director of WhatTheyThink's Economics and Research Center. 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."

A 35-year veteran of the graphic arts industries, his "Mondays with Dr. Joe" column is recognized as a must-read feature on WhatTheyThink since 2003. His economic forecast webinars and industry presentations assist C-level executives, owners, and analysts understand changes in the economy, technology, and the industry affect their strategic decisions. He is a Ph.D. graduate of the NYU Center for Graphic Communications Management and Technology (1987) and has served on the Center's Board of Advisors. He holds an MBA in Management Information Systems from Iona College (1981), was a magna cum laude graduate in Managerial Sciences and Marketing from Manhattan College (1978), and was a member of its economics honor society. Dr. Webb 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. Dr. Webb's other books are "Renewing the Printing Industry," "Getting Business," "Changing Our Mindset," and "Does a Plumber Need a Website?"

Bryan Yeager



Bryan Yeager is an Associate Director with InfoTrends, leading its Digital Marketing & Media practice. Mr. Yeager provides guidance to technology firms, practitioners, and service providers across the marketing and media value chain on how technology, business processes, and best practices can be aligned to enhance marketing and publishing effectiveness. His current research coverage focuses on digital marketing technology, mobile marketing, personalized customer experience, and interactive digital publishing workflow. For over four years, he has helped companies and government agencies make smart technology investments, map out strategic product development decisions, and create effective business development initiatives.

SESSIONS

INDUSTRY TRENDS

THURSDAY, OCTOBER 18

1:45 PM - 2:45 PM

Chris Bondy • Gannett Distinguished Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

The graphic communications industry is in tremendous turmoil. We have recently weathered a perfect storm of economic, cultural, and social changes that have caused us to reevaluate our industry and to determine the most relevant way to communicate in the future.

This keynote will explore the significant trends we should be aware of and discuss possible points of leverage that will drive our graphic communications efforts to be more relevant in the next decade. Specifically, Chris will discuss how convergence and optimization are the guiding posts for the future. He will also present strategic pillars for success surrounding the need for innovation, transformation, and building the appropriate connections for the future.

SESSIONS

ECONOMIC OUTLOOK

THURSDAY, OCTOBER 18

3:00 PM - 4:00 PM

Dr. Joe Webb • Director of Economics and Research Center

WhatTheyThink.com

DISRUPTING THE FUTURE:

"This book is the 'Manifesto' of a new generation of printers who will shrug off centuries of craft thinking and embrace the new business of print media. Most of the craft skills of the old print industry are now shrink-wrapped, replacing inky fingernails and dot kvetching with zeroes and ones. There is no nobler profession than printer. Although printers have adapted as the technologies for reproduction changed, they have not adapted to the new forces of communication. The time for the re-invention of the printing industry is now. There is a future for print and the innovative printers of today will be there tomorrow. This book is a roadmap to that future."

—Frank Romano, Professor Emeritus, RIT School of Print Media

SESSIONS

THE LIBERATED PHOTOGRAPH

THURSDAY, OCTOBER 18

4:00 PM - 5:00 PM

Frank Cost • McGhee Distinguished Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

One healthy growth market for print in the developed world has been in photobooks. Professor Cost has been studying and influencing this market since the beginning. In this talk he focuses on the underlying cultural and psychological factors that drive the market, and asks questions that are intended to lead to new research that will inform future product development.

SESSIONS

EXPLORING STRATEGIC BUSINESS MODELS

FRIDAY, OCTOBER 19

8:00 AM - 8:30 AM

Jeff Allen • Vice-President

Standard Register

EXECUTIVE SUMMARY

Exploring Strategic Business Models will focus on the critical processes the industry needs to adopt in order to drive transformation as the customer environment continues to change. Technology proliferation, increased demand for measurability and transparency, dynamic content and organizational change are the hallmarks of the present day marketing organization. Navigating these disruptive trends requires companies to clearly define the business model of the future and establish a new position in the communications value chain. Retooling the organization to bring fresh perspectives and skills will be critical. Defining processes that foster innovation and facilitate strategic decision-making will create forward momentum that enables profitable transformation.

The session will reference time-tested strategies and concepts from Harvard Business School's thought leaders, and discuss their application to the participants in the industry. Peter Drucker's "Theory of the Business" and Michael Porter's "What is Strategy" theses will be discussed along with other foundational concepts. Participants will gain an understanding of how to assess their current business model and strategy, identify possible alternatives to accelerate transformation, and enable new services to move from idea to profit.

SESSIONS

THE PACKAGING OPPORTUNITY

FRIDAY, OCTOBER 19

8:30 AM - 9:00 AM

Kevin Karstedt • President
Karstedt & Associates

EXECUTIVE SUMMARY

In an era of declining print markets in most sectors many are looking at the steady growth in package printing sectors as an opportunity. Consumer spending on packaged consumer goods has grown to 2.551 trillion dollars in 2011 and is growing at about the rate of our sluggish GDP, but it is growing.

Brand Owners are constantly adjusting their marketing messages to capture new revenue; they add new products, focus marketing messages to finer demographic segments and leverage social media all in attempts to gain more share. While it is true the main package printing sectors, folding carton, corrugated, flexible packaging and labels have grown even through the recent economic downturn, how Brand Owners are reacting to changing buying habits is creating a "moving target" for all members of the packaging supply chain. Understanding the changes in the marketplace is a challenge for even those who have historically served these sectors. A supply chain that is geared for a volume delivery model is being forced to shift to a value model as consumer changes demand more flexibility and choice.

A key area of need for the industry is to understand more clearly how the shift in packaging demand is affecting, and will continue to affect, production demands over the next decade. This understanding is needed so participants can decide how to align with the changing volume and value needs of the Brand Owners.

SESSIONS

MINIMIZING COLOR VARIANCE

FRIDAY, OCTOBER 19

9:00 AM - 9:30 AM

Bruce Myers • Profesor
RIT School of Media Sciences

EXECUTIVE SUMMARY

The general commercial print media has suffered from economic woes stemming from over capacity and “me-too” products, and pricing pressure from both domestic and foreign competitors. These conditions are the hallmarks of an increasingly commoditized industry. Competition from other media choices has further eroded the position of print in the marketplace. In response to these business conditions, many organizations have turned to strategies to design to improve profitability. The obvious strategy of trimming costs has been combined with approaches including bundling print with other related media to provide full marketing and communications services and restructuring sales compensation to align with profitability, commonly known as “value-add.”

Relevant questions here include “Do these strategies conflict?” and “Could these practices ultimately prove to be counterproductive?” Clearly, a dialogue on these issues is in order. Further, it is relevant to examine the extent to which variation, and therefore costs, can be driven out of the process. One approach includes utilizing metrics that are heretofore relatively unknown: such metrics can be easily implemented into standard operating procedures for most print providers and suppliers.

One such metric is Illuminant Metamerism Index, which has been applied to the analysis of hard-copy color proofs in recent research. This particular metric holds promise for quality and process control applications to help educate stakeholders and minimize variation in color critical workflows.

SESSIONS

INNOVATION SHOWCASE

FRIDAY, OCTOBER 19

9:30 AM - 10:00 AM

Christine Heusner • Professor

Casey Jabbour and Gabrielle Barandiaran (Students)

RIT School of Media Sciences

EXECUTIVE SUMMARY

Fonts from your Fingertips is a collaborative student project developed by students in RIT's School of Media Sciences, School of Design and Computer Science Department to showcase student innovation for Rochester Institute of Technology's 2012 Imagine Festival. The project was designed in an effort to create a fun and educational experience where visitors to the exhibit could learn about type, font creation and its history at RIT and the School of Media Sciences. Visitors to the exhibit were able to create their own font from their handwriting that could be installed on their home computer and used. 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 app development and the strategy behind the app 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

STRATEGIC SERVICES

FRIDAY, OCTOBER 19

10:15 AM - 10:45 AM

Jon Budington • President
Global Thinking

EXECUTIVE SUMMARY

Commercial printing is in crisis. Online technologies have forever changed the way content is consumed. Many print businesses have failed, and many more will. In this presentation we will examine the role of print in an online world. We will discuss how we changed our business strategy and identified new business lines that can grow. We will examine the principles that have worked in our business — efficiency and relevancy — and present relevant case studies. Finally, we will discuss the challenges of creating a strategic consultancy from a manufacturing mindset.

SESSIONS

PERSONALIZATION IN THE GRAPHIC ARTS

FRIDAY, OCTOBER 19

10:45 AM - 11:15 AM

Graham Anthony • Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

There is a growing need to use many different output channels for personalized communications. This presentation will focus on the cross-media nature of personalized communication. It will explore current trends in print-based and web-based personalization, and examine recent web-based personalization research. The presentation will point out the emerging disparity between print-based personalization and web-based personalization and look at ways that research targeted toward the web may be applied to print-based personalized communication. At the end of the presentation some potential questions will be proposed that center around lessons learned in one medium and applied to another.

SESSIONS

DATA/CONTENT IS KING

FRIDAY, OCTOBER 19

11:15 AM - 11:45 AM

Matt Turner • Worldwide Director
Media Solutions, MarkLogic Corp.

EXECUTIVE SUMMARY

Today's leading innovators in the race to go digital are shifting away from publishing and becoming providers of information that get the right data and content to the right user in the right format on the right device. This session will review how this shift is affecting information products and explore examples across the media spectrum from the professional publishers and data providers like McGraw-Hill to mainstream media like Rodale and even entertainment companies like Warner Bros.

SESSIONS

MOBILE - 2CLOUD - 2PRINT

FRIDAY, OCTOBER 19

12:45 PM - 1:15 PM

Udi Chatow • R&D Manager

HP Labs

EXECUTIVE SUMMARY

Printing ink on paper produces about 50 trillion pages annually with a growing percentage done using digital print technologies. Commercial Color Digital Print has grown and matured over the last 20 years. Both electrophotography and inkjet printing technologies dominated the 2012 Drupa show. So what is next for printing? How will printing leverage cloud printing platforms? What are the advantages of Cloud Printing Solutions and who can connect and leverage such platforms? In this talk, we will look at trends and try to answer some of these questions. We will describe several Custom Cloud Printing Solutions along with mobile and Web2Print Incubations from HP Labs which may paint some color towards this future.

SESSIONS

INTERACTION WITH MOBILE MARKETING

FRIDAY, OCTOBER 19

1:15 PM - 1:45 PM

Bryan Yeager • Associate Director
InfoTrends

EXECUTIVE SUMMARY

Consumers are at the center of a communication revolution being driven by mobile technology such as smartphones and tablets. The mobile channel presents a tremendous opportunity for marketers and advertisers to reach consumers in new, interesting, and engaging ways. In this session, participants will learn how the right blend of technologies, media types, and best practices can be used to prompt interaction and engagement with key audiences in an increasingly mobile world.

SESSIONS

INNOVATION SHOWCASE

FRIDAY, OCTOBER 19

1:45 PM - 2:15 PM

Michael Riordan • Professor

Anton Ninkov (Student)

RIT School of Media Sciences

EXECUTIVE SUMMARY

Developed by an inter-disciplinary team of RIT faculty, staff and students, RIT Book·Bag is an RIT-aware resource discovery tool to aggregate course assets, library collections and other types of content. The Book·Bag framework enables faculty and students to integrate research, content distribution and classroom interaction. By leveraging a blend of user-determined keywords and natural language processing, Book·Bag provides a way for people to connect, the “Research Network,” based on their area of common interest.

The Book·Bag framework is designed to work with the user. Faculty can search for new print or digital material on the web as they normally do and, with the addition of the Book·Bag tool, populate their syllabus, include required or supplemental material and include textbooks, eBooks, blogs, RSS, PDF, articles and other resources.

Students can use the tool to make contributions of their own but, for them, the tool’s primary benefit may be its ability to help them locate required material listed in the syllabus or assigned by their instructor. Book·Bag makes it easy to access, download or purchase published material.

Book·Bag uses a simplified search interface to share readings for specific courses and is accessible via smart phone, e-book reader, laptop, or desktop. Book·Bag provides an integrated approach, leveraging diverse resources in a unified way.

Book·Bag was developed to meet a specific need at RIT but the specific components that make up the platform have application in many other publishing contexts.

SESSIONS

MARKING TECHNOLOGY

FRIDAY, OCTOBER 19

2:30 PM - 3:00 PM

Bob Eller • Professor

RIT School of Media Sciences

EXECUTIVE SUMMARY

For the past twenty years there has been a persistent gap between the productivity of the most advanced digital marking engines and the productivity of sheetfed offset presses. The trend toward shorter run lengths, reduced leadtimes, and increased customization has nevertheless continued to drive the need for a gap filling technology.

Today, high output inkjet presses are filling this gap and opening the door for the industry to create new value pools. Although the marking engines used by this new generation of presses are all inkjet technologies, they represent very different embodiments of this basic technical approach. Thus, the starting point for this presentation is to overview the differences among the technologies being offered. Next, the current state of digital productivity is discussed. Finally, the presentation concludes by identifying at least one opportunity for further productivity improvement.

SESSIONS

REAL WORLD DIGITAL PRODUCTION

FRIDAY, OCTOBER 19

3:00 PM - 3:30 PM

Randy Seberg • Chief Technology Officer
Direct Mail Marketing Partners

EXECUTIVE SUMMARY

In his presentation today, Randy Seberg will discuss the process of moving a traditional printing and mailing company to a digital data driven response generating company.

SESSIONS

CMIC RESEARCH AGENDA

FRIDAY, OCTOBER 19

3:30 PM - 4:00 PM

Chris Bondy • Gannett Distinguished Professor
RIT School of Media Sciences

EXECUTIVE SUMMARY

The Cross-Media Innovation Center (CMIC) at RIT is an industry outreach program for the School of Media Sciences and a fulcrum-point for collaboration between RIT faculty, graduate students, and our industry partners. The CMIC will orchestrate an Industry Partner Council as a review board for the school for determining specific topics as candidate areas for scholarly research.

In this section, Chris will discuss significant research topics introduced at this year's CMIC Summit and present the process for vetting and selecting research topics for the next calendar year. The CMIC Summit will be held annually to present the research findings from the past year and discuss the possible areas of research for the coming year.

CMIC 2012 PARTICIPANTS

Jeff Allen
Vice President
Standard Register
Dayton, OH
Jefferson.Allen@standardregister.com

Brian Ambor
Alumnus
Rochester Institute of Technology
Rochester, NY
brnb0412@aol.com

Graham Anthony
Professor
Rochester Institute of Technology
Rochester, NY
gaappr@rit.edu

Gabrielle Barandiaran
BS Student
Rochester Institute of Technology
Rochester, NY

Lucas Barber
Marketing, CIAS
Rochester Institute of Technology
Rochester, NY
lucas.barber@rit.edu

Darren Baun
Business Research Manager
Kodak
Rochester, NY
darren.baun@kodak.com

Barbara Birkett
Professor
Rochester Institute of Technology
Rochester, NY
babppr@rit.edu

Chris Bondy
Gannett Distinguished Professor
Administrative Chair - SMS
Rochester Institute of Technology
Rochester, NY
christopher.bondy@rit.edu

Paul Borkowski
VP Business Development
Vision/eagle:xm
Denver, CO
paul.borkowski@visiongraphics-inc.com

Jon Budington
CEO
Global Thinking
Alexandria, VA
jon@globalprinting.com

Marcia Carroll
Senior Staff Assistant
Rochester Institute of Technology
Rochester, NY
mprppr@rit.edu

Lisa Cauda
Vice President, Development
Rochester Institute of Technology
Rochester, NY
lacdar@rit.edu

Sheila Chabot
Assistant Director of Alumni
Rochester Institute of Technology
Rochester, NY
sdsadm@rit.edu

Udi Chatow
R & D Manager
HP Labs
Palo Alto, CA
udi.chatow@hp.com

Junpeng Cheng
MS Student
Rochester Institute of Technology
Rochester, NY

Peng Cheng
MS Student
Rochester Institute of Technology
Rochester, NY

Robert Chung
Professor
Rochester Institute of Technology
Rochester, NY
rycppr@rit.edu

Molly Cort
Managing Editor
RIT Press
Rochester, NY
molly.cort@rit.edu

Frank Cost
Professor
Rochester Institute of Technology
Rochester, NY
cost@mail.rit.edu

Twyla Cummings
Associate Dean
Rochester Institute of Technology
Rochester, NY
tjcppr@rit.edu

Liz Dopp
Managing Editor PIM
Rochester Institute of Technology
Rochester, NY
eadppr@rit.edu

Robert Eller
Professor
Rochester Institute of Technology
Rochester, NY
rjeppr@rit.edu

Stephanie Fallon
MS Student
Rochester Institute of Technology
Rochester, NY

Susan Farnand
Research Scientist
Rochester Institute of Technology
Rochester, NY
spfpci@rit.edu

Stuart Gallup
Sales Director and Sciences
Presstek
Des Plaines, IL
sgallup@presstek.com

Bill Garno
Director, PAL
Rochester Institute of Technology
Rochester, NY
wtgter@rit.edu

Nick Gawreluk
RIT Student
Rochester Institute of Technology
Rochester, NY
ntg5533@rit.edu

Ron Goldberg
Director of Alumni Relations
Rochester Institute of Technology
Rochester, NY
rjgrar@rit.edu

Barry Gombert
Systems Specialist
Xerox
Webster, NY
Barry.gombert@xerox.com

CMIC 2012 PARTICIPANTS

Jeremy Haefner
Provost
Rochester Institute of Technology
Rochester, NY

Eddy Hagen
General Manager
VIGC
Belgium
eddy.hagen@vigc.org

Anna Hall
Director of Development
Rochester Institute of Technology
Rochester, NY
achdar@rit.edu

Andy Harlan
Assistant Dir of Operations
CMIS-RIT
Rochester, NY
axhasp@rit.edu

Jeff Hester
Marketing Manager
International Paper
Memphis, TN
jeffrey.hester@ipaper.com

Gregory Hofmann
Manager, CSI Technology
Xerox
Webster, NY
gregory.hofmann@xerox.com

Christine Heusner
Professor
Rochester Institute of Technology
Rochester, NY
cxhpppr@rit.edu

Rockie Hunter
MS Student
Rochester Institute of Technology
Rochester, NY

Dov Isaacs
Senior Scientist
Adobe
San Jose, CA
isaacs@adobe.com

Casey Jabbour
BS Student
Rochester Institute of Technology
Rochester, NY

Bruce James
Chairman Emeritas
Rochester Institute of Technology
Rochester, NY
bjames@nevadanewtech.com

Nora James
Guest
Rochester Institute of Technology
Lake Tahoe, NV

Myrtle Jones
Professor
Rochester Institute of Technology
Rochester, NY
mrjppr@rit.edu

Tom Judson
Trustee
Rochester Institute of Technology
Rochester, NY

Ebets Judson
Guest
Rochester Institute of Technology
Rochester, NY

Junpeng Cheng
MS Student
Rochester Institute of Technology
Rochester, NY

Lorraine Justice
Dean, CIAS
Rochester Institute of Technology
Rochester, NY

Steve Kapp
President
nFocal
Rochester, NY
skapp@nfocal.com

Kevin Karstedt
President
Karstedt & Associates
Eden, NY
kevin@karstedt.com

Bruce Kielar
Exec Vice President
Roberts Communication
Rochester, NY
bkielar@robertscomm.com

John Lacagnina
CEO
Color
Rochester, NY
john@colorcentriccorp.com

Sarah Lawrence
MS Student
Rochester Institute of Technology
Rochester, NY
Erich Lehman
Systems Admin
Rochester Institute of Technology
Rochester, NY
elehman@mail.rit.edu

Mark Lichtenstein
President
Lichtenstein & Associates
Rochester, NY
Mark@LMCmarcom.com

Chirag Mapara
Marketing Manager
US Postal Service
Clifton, VA
chirag.k.mapara2@usps.gov

John Meyer
Director, HUB
Rochester Institute of Technology
Rochester, NY
jcmmmai@rit.edu

Lee Moore
Scientist
Xerox
Webster, NY
lee.moore@xerox.com

Shannon Moore
BS Student
Rochester Institute of Technology
Rochester, NY

Bruce Myers
Professor
Rochester Institute of Technology
Rochester, NY
blmppr@rit.edu

Anton Ninkov
MS Student
Rochester Institute of Technology
Rochester, NY
abn2634@rit.edu

CMIC 2012 PARTICIPANTS

Nathan Ostrout
TAGA Scholar
Cal Poly
San Luis Obispo, CA
nnostrout@gmail.com

Wayne Peterson
Principal
Black Canyon Consulting
Purcellville, VA
wayne.peterson@blackcanyon-consulting.com

Jack Rahill
Marketing Strategy
Xerox
Webster, NY
john.rahill@xerox.com

John Recker
HP Labs
Palo Alto, CA
john.recker@hp.com

Stephen Richards
VP Business Development
Richards Graphic Communications
Bellwood, IL
SteveR@RNSI.com

Rita Richards
Guest
Richards Graphic Communications
Bellwood, IL

Michael Riordan
Professor
Rochester Institute of Technology
Rochester, NY
mprpr@rit.edu

Javier Rodriguez-Borlado
Director R&D
Madrid
Spain
jrborlado@tajamar.es

Alexander Rogala
Editor in Chief, Reporter
Rochester Institute of Technology
Rochester, NY
eic@reportermag.com

Trevor Schroeder
MS Student
Rochester Institute of Technology
Rochester, NY
isaacs@adobe.com

Randy Seberg
CTO
Direct Mail Marketing Partners
Mt. Pleasant, IA
rseberg@dmhmarketingpartners.com

Michael Shedd
TAGA Scholar
Cal Poly
Santa Monica, CA
cmichaelshedd@gmail.com

Marnie Soom
Designer
RIT Press
Rochester, NY
mxswml@rit.edu

Patricia Sorce
Professor
Rochester Institute of Technology
Rochester, NY
pxsbbu@rit.edu

Gabriela Sosa
MS Student
Rochester Institute of Technology
Rochester, NY
gxs4309@rit.edu

Hart Swisher
Chief Innovation Director
Hammer Packaging
Rochester, NY
hswisher@hammerpackaging.com

Gina Testa
Vice President
Xerox
Rochester, NY
Gina.Testa@xerox.com

Matt Turner
Director Media Solutions
MarkLogic Corp
New York, NY
Matthew.Turner@marklogic.com

Bill Turri
Guest
Rochester Institute of Technology
Rochester, NY

Linda Turri
Guest
Rochester Institute of Technology
Rochester, NY

Joe Webb
Director of Research
WhatTheyThink.com
drjoewebb@gmail.com

Steve Whittaker
Adjunct Faculty
Rochester Institute of Technology
Rochester, NY
stephenwhittaker@gmail.com

Bryan Yeager
Associate Director
InfoTrends
Weymouth, MA
Bryan.Yeager@infotrends.com

Lufei Yu
MS Student
Rochester Institute of Technology
Rochester, NY

Changlong Yu
MS Student
Rochester Institute of Technology
Rochester, NY

CMIC 2012 AGENDA

THURSDAY, OCTOBER 18

1:00 - 1:20 PM	WELCOME - SUMMIT AGENDA
1:20 - 1:45 PM	CMIC MISSION AND OVERVIEW
1:45 - 2:45 PM	INDUSTRY TRENDS
2:45 PM	BREAK
3:00 - 4:00 PM	ECONOMIC OUTLOOK
4:00 - 5:00 PM	THE LIBERATED PHOTOGRAPH
5:00 - 6:00 PM	BREAK
6:00 - 7:00 PM	COCKTAILS
7:00 - 8:00 PM	DINNER
8:05 - 8:15 PM	BRUCE JAMES INTRODUCTION
8:15 - 8:45 PM	DESSERT SPEAKER
9:00 PM	ADJOURNED

FRIDAY, OCTOBER 19

7:30 - 8:00 AM	CONTINENTAL BREAKFAST
8:00 - 8:30 AM	EXPLORING STRATEGIC BUSINESS MODELS
8:30 - 9:00 AM	THE PACKAGING OPPORTUNITY
9:00 - 9:30 AM	MINIMIZING COLOR VARIANCE
9:30 - 10:00 AM	INNOVATION SHOWCASE
10:00 - 10:15 AM	BREAK
10:15 - 10:45 AM	STRATEGIC SERVICES
10:45 - 11:15 AM	PERSONALIZATION IN THE GRAPHIC ARTS
11:15 - 11:45 AM	DATA/CONTENT IS KING
11:45 - 12:45 PM	LUNCH
12:45 - 1:15 PM	MOBILE - 2CLOUD - 2PRINT
1:15 - 1:45 PM	INTERACTION WITH MOBILE MARKETING
1:45 - 2:15 PM	INNOVATION SHOWCASE
2:15 - 2:30 PM	BREAK
2:30 - 3:00 PM	MARKING TECHNOLOGY
3:00 - 3:30 PM	REAL WORLD DIGITAL PRODUCTION
3:30 - 4:00 PM	CMIC RESEARCH AGENDA
4:00 PM	ADJOURNED



Rochester Institute of Technology
School of Media Sciences
69 Lomb Memorial Drive
Rochester, NY 14623