



2nd Digital Printing Presses The Next Era Conference

May 6-8, 2009

Crowne Plaza San Marcos Resort
Chandler (Phoenix), Arizona



Digital printing is entering a new era that is reshaping the commercial printing industry. Fostered by such developments as “transpromo documents” (personalized business documents containing advertising materials); dramatically improved workflow/productivity solutions; new applications like printable electronics & digital fabrication; integrated multimedia campaigns (conventional/personalized direct mail, web, email, display graphics, etc.); Smart Labels, PLUS tremendous digital printing technology capability advancements - unparalleled business opportunities exist for tomorrow’s printing industry.

IMI’s **2nd Digital Printing Presses – The Next Era Conference** will provide a comprehensive review of digital printing opportunities, requirements, challenges and potential solutions for major new applications plus those traditionally utilizing screen, flexographic, gravure and offset printing.

Leading industry experts and end users will address the current state-of-the-art, evolving printing requirements, market opportunities, market penetration, enablers, barriers, etc. in major application sectors including marketing documents, point of purchase, fleet graphics, transactional documents, packaging, labeling, etc. This conference program will provide a unique opportunity to obtain an assessment of multiple, major evolving digital printing technology, market and application trends that are shaping the printing industry of the future.

Conference Speakers

Donald R. Allred, Eastman Kodak

Tom Ashley, Pivotal Resources USA

Clive Ayling, TTP

Rainer Bauer, Imaging Solutions AG

Yuan (Charlie Chang) Amica Software

John Ferraro, Hewlett Packard

Mark Hanley, I. T. Strategies

Pat Hoskins, Lake Image Systems

Scott Hoyt, Digital Graphics

William C. Lamparter, PrintCom Consulting

David Murphy, Riso

Duncan Newton, Oce

Pat O’Brien, Direct Group

Dr. Dene H. Taylor, SPF-Inc.

Gina Testa, Xerox

Benefits of Conference Attendance

- Learn the current state of the art for current and evolving digital printing press technologies and gain first hand knowledge from current users, recognized experts and industry pioneers
- Obtain an understanding of infrastructure shifts impacting the printing industry – multimedia publishing, transpromo documents, printable electronics, short run promotional graphics, functional packaging and many more
- Receive an appreciation for the challenges and issues critical to digital printing continued market penetration and expansion
- Establish personal relationships with key players in digital printing and related industries
- Gain knowledge of the technology developments being made and still required to meet market and application demands
- Gain an understanding of the significant current and projected markets plus the technology developments being made and still required to expand the applications base and market penetration
- Hear industry expert’s projections for industrial digital printing opportunities in newly developing and expanding applications



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Wednesday, May 6, 2009

- 11:00 a.m. Conference Registration
- 1:00 p.m. Opening Session
The Evolving Printing Environment

Welcome and Introductions
Alvin G. Keene, President, Information Management Institute, Inc., Carrabassett Valley, Maine

DIGITAL PRESSES: WHAT ARE THEY NOW?
Mark Hanley, President, I.T. Strategies, Hanover, Massachusetts

- Specialty Markets or High Volume Markets?
- Size, Value & Dynamics of the EP High End
- Redefining the Markets

DIGITAL PRINTING MARKET PERCEPTIONS & EXPECTATIONS VS. DIGITAL PRINTING REALITY
William C. Lamparter, President, PrintCom Consulting Group, Charlotte, North Carolina

- Sorting out the Definitions: Analog & Digital Printing
- Commercial Printers 2009 Perceptions & Expectations
- Printing Processes Market Share 2008-2009
- Characterizing the Market for Digital Printing
- The Foreshadowing of Drupa '08
- Impact of E-Reader on Print
- Characteristics of the Evolving Digital Print Providers
- If & When Digital Replaces Offset: Printing Process Market Share for 2009-2020
- What Do You Do & Whn for the Next Era?

THE OPPORTUNITY FOR HIGH SPEED DIGITAL PRINTING
Tom Aslhey, Director, Pivotal Resources USA, Lexington, Kentucky

- The U.S. Commercial Print Market
- Paper - You Can't Print Without It
- Or Can You? What Else & Where Else?
- Printing in Businesses
- Reading Without Printing - Kindle & More

THE POWER OF TRANSPROMO – DELIVERING RESULTS
Pat O'Brien, Chief Marketing Officer, Direct Group, Pennington, New Jersey

- Direct Marketing Industry Searching for Solutions allowing Higher Degrees of Targeting, Segmentation and One-to-to-one Messaging
- Fully Variable & Color Digital Printing Breaking New Ground in Generating Cost Savings & ROI
- Transpromo Documents Enable Cost Effective & Relevant Messages in Monthly Statements & Transaction Documents
- Consumers Read Monthly Statements – Average of 2 to 3 Minutes
- Economical Solutions in a Highly Cost Sensitive Environment
- Greater ROI than Traditional Direct Marketing Methods

- 5:30 p.m. Networking Reception

Thursday, May 7, 2009

- 7:30 a.m. Continental Breakfast
- 8:30 a.m. Session 2
The New Era of Digital Printing

DIGITAL PRINTING ANSWERS THE CALL FOR GRAPHIC COMMUNICATIONS DURING ECONOMIC CRISIS

Gina Testa, Vice President, Worldwide Graphic Communication Industry Business, Xerox Corporation, Rochester, New York

- Despite Current Economic Downturn & Low-to-No Growth Projections for Print: Digital Printing is a Bright Spot
 - Better Control of Print Costs
 - Better Return on Direct Marketing Investments
 - Profitable New Short-run Applications
- What's Required for Success in Digital Printing
 - The Right Digital Printing Technology
 - The Right Supporting Workflow
 - The Right Business Model
- Latest Advancements in Xerox's Flagship Line of iGen Digital Color Presses
- Applications Delivering Highest Value to Customers & Greatest Profit/Growth to Print Service Providers
- Perspective on Graphic Communications Industry where Leading Print Service Providers are using Digital Technologies to become Marketing Service Providers

THE NEXT GENERATION OF INKJET: DRIVING THE ANALOG TO DIGITAL TRANSITION

John Ferraro, R&D Section Manager, Hewlett Packard, San Diego, California

- Disrupting the Printing Ecosystem
- Evolution of HP Thermal Inkjet Technology
- Scalable Printing Technology & HP's 4.25-inch Printhead
- Architecture of HP Ink Jet Web Press
- Scalable Performance for an Inkjet Web Press
- Inks, Media & Applications

DIGITAL PRESSES BECOME OFFSET CLASS DEVICES

Donald R. Allred, Director, Business Development, Inkjet Printing Solutions, Graphic Communications Group, Eastman Kodak Company, Dayton, Ohio

- Moving Digital Presses from Niche to Mainstream Requires Capabilities Expected by Commercial Print Industry – Key Metrics:
 - Productivity
 - Reliability
 - Image Quality
 - Total Cost of Ownership
- Enables Shorter Runs, Targeted Publications & Yet to be Discovered Opportunities
- Kodak is Helping Drive Change with
 - Automated Internet Portals
 - Workflow
 - Digital Presses
- Kodak Digital Press Technologies
 - Revolutionary Stream Inkjet Technology
 - Nexpress Technology
- Commercial Printing Opportunities

THE RIGHT PRINTER FOR THE PRINT APPLICATION EXPANDS PRODUCTIVITY

Duncan Newton, Manager, Client Development, Oce North America, Boca Raton, Florida

- State of the Market for Traditional Printers Facing Modern Challenges
- The Right Combination of Hardware & Software Provide Flexibility
- It's More than Just the Printer: Enabling Software, Adaptive Finishing & 24/7 Service Make the Real Difference
- Océ Solutions Overview: Monochrome, High Light Color, MICR & Full Process Color
- Case Studies: Book Manufacturing, Check Printing with MICR & Full Color Educational Workbooks
- Develop a Road Map for Your Future Growth & Don't be Afraid to Make Some Changes

12:00 Noon Luncheon

1:30 p.m. Session 3
Success is in the Details

HOW TO HANDLE THE DATA SPEEDS OF A LARGE DIGITAL PRESS

Clive Ayling, Consultant, TTP, Royston, Hertfordshire, UK

- How Much Data? Market Segmentation
- How Much Data? Printhead Type Segmentation
- Creating & Handling Variable Data Within Fixed Data Images
- Essential Job Control & Abort Functionality
- Electronic Technologies & Off-the-shelf Products Available for Data Handling in Large Digital Presses

DEVELOPING HIGH SPEED DIGITAL PRESS WITH 108mm KYOCERA PRINthead

Yuan (Charlie) Chang, Vice President of R&D, Amica Software, Irvine, California

- Trends & Opportunities with Wide Grayscale Printheads
- Kyocera Printhead: Fastest & Widest Grayscale Printhead Available
- Software & Hardware Integration Challenges
- NuviJet KX5 Modular Design Approach
- Case Study: Build a 540mm wide UV Digital Press at 100 meters/minute



Register Now

Online at www.imiconf.com

Call +1-207-235-2225

Fax: +1-207-235-2226

Email: imi@imiconf.com

FINISHING : VALUE ADD FOR DIGITAL PRESSES
Dr. Dene H. Taylor, President, SPF-Inc., New Hope, Pennsylvania

- All Finishing Steps Add Value for the Client & Should for the Printer
- Finishing Processes are Experiencing Efficiency & Throughput Improvements
- Overcoating or Varnishing Adds Vibrancy & Durability
 - Available for all Digital Presses: Web, Sheet, Single-sided or Duplex
 - UV & Aqueous Formulations Widely Used
 - Unique Advantages for Various Options
- Selection of Finishing Options Requires Careful Consideration of
 - Operational Expectations
 - Customer Base & Requirements
 - Matching Capabilities with Available Systems
 - Economic Justification & Projected ROI
- Application & Finished Product Examples
- Finishing Systems Examples

SUPPLIERS' FORUM: 5-Minute Presentations Related To Technology, Capabilities, Services, New Product Introductions, etc. The Suppliers' Forum is open to all Conference Registrants

5:30 p.m. Networking Reception

Friday, May 8, 2009

7:30 a.m. Continental Breakfast

8:30 a.m. Session 4
Implementation of Successful Digital Solutions

MARKET POSITION FOR MID-VOLUME CUT-SHEET INKJET

David Murphy, Vice President of Marketing, Riso, Inc., Danvers, Massachusetts

- Riso's Piezo Inkjet Offering: Key Value Proposition & Product Positioning in the Market
- Environments
 - Where does the Product Fit Best & Why?
 - Key Vertical Markets
 - User Case Study Examples
- Applications
 - Transactional/Transpromo
 - Direct Mail
 - Envelope Printing
 - Book Printing
 - Promotional/Informational Applications
- Future Product Developments

COST EFFECTIVE INK JET FOR HIGH VOLUME PRODUCTION PRINT ENVIRONMENTS

Duncan Newton, Manager, Client Development, Oce North America, Boca Raton, Florida

- Actual Implementations in High Volume Print Environments: Direct Mail, Newspapers & Transactional
- Compelling Value Proposition
- Which Printer is Right for You? High Speed for 10's of Millions of Pages or Slower Lest Costly Equipment for Lower Volumes
- Océ JetStream Family's 12 Different Machines provide the right combination of Multi-level Printing, Speed, Quality, Color Management, Dye & Pigment Inks, MICR & Media Options Expand Application Environments
- Total Cost of Ownership Model Makes 4-Color Inkjet Cheaper than Black & White Toner-based Bills & Statements

The Crowne Plaza San Marcos Resort address is

Crowne Plaza San Marcos Resort
One San Marcos Place
Chandler, AZ 85225
Phone: +1-480-812-0900
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Rainer Bauer, CEO, Imaging Solutions AG, Regensdorf, Switzerland

- Imaging Solutions: Hard & Software Solutions
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 - Lay Flat Binding
 - Speed
 - Cost & Pricing
- The Market
- The Next 5 Years

UTILIZATION OF VISION/VERIFICATION SYSTEMS TO OPTIMIZE PRINTING & FINISHING PERFORMANCE

Pat Hoskins, Vice President, Sales & Marketing, Lake Image Systems, Henrietta, New York

- What is Verification?
 - Overall Description
 - Data Integrity
 - Print Quality Verification
 - Reporting & Image Archiving
- How is Verification Typically Applied in a Print/Bindery/Mail Environment? (Add Intelligence & Capability to Legacy Equipment vs. New Equipment)
 - Cut Sheet Printing
 - Continuous Printing
 - Bindery
 - Mailing
- How Users are Utilizing Verification to
 - Enable New Business Opportunities
 - Reduce Overhead/Labor Expense
 - Protect Their Business (Liability Protection)

ECONOMY DICTATES SCREEN PRINTERS MOVE INTO DIGITAL TECHNOLOGY

Scott Hoyt, Owner, Digital Graphics Executive Recruiting & Consulting, Lexington, Kentucky

- Digital as a Short-run Compliment to Screen Printing
- 1 to 6 Color Job Cost Comparison: Screen vs. Digital
 - At what point does Digital Become Economical/Profitable
 - Break Even Charts
 - Wide Format & Digital Textile Applications
- Digital Technologies
 - Ink Types: Aqueous, Solvent, UV Curable, etc.
 - Wide & Narrow Format
 - How Different Technologies Work
 - What Technologies serve What Applications Best
- Wide Format Inkjet Technology Manufacturers & Price Points
- Digital Textile Inkjet Technology Manufacturers & Price Points
- The Chinese Technology Influx
- Barriers to & Requirements for Moving into Digital Technology
- What to Consider when Buying Digital Technology

1:00 p.m.

Adjournment

Conference Displays & Suppliers' Forum

IMI's 2nd Digital Printing Presses - The Next Era Conference provides the opportunity to have a free display space to exhibit your products, technology or services. Each conference registrant also has the opportunity to give a commercial 5-minute Suppliers' Forum presentation.

IMI will cooperate with all interested parties to provide appropriate space so products can be displayed and demonstrated during the conference breaks and receptions. **There is no fee in addition to the conference registration fee to have a display and/or to give a Suppliers' Forum presentation.**

To reserve your complimentary display space and Suppliers' Forum presentation slot, please register online and check off the box indicating your participation OR complete the registration form on page 4 and fax to +1-207-235-2226 OR send an email to al@imiconf.com

Registration Information: 2nd Digital Printing Presses - The Next Era Conference

Registration Fees: \$1095 per registrant

\$995 for each additional registrant from same company when registered as a group



The registration fee includes attendance at all sessions, all scheduled program functions and the program reference binder/CD. Cancellations will receive a 100% refund if made 72 hours prior to the start of the program. Substitutions may be made at any time. Cancellations made less than 72 hours prior to the start of the program will be charged a \$300 cancellation fee, but will receive a copy of the conference binder/CD.

To register, submit the registration form with payment to Susan Meldrum, Conference Administrator, Information Management Institute, Inc., 1106 Valley Crossing, Carrabassett Valley, ME 04947 USA. You may reserve space by calling +1-207-235-2225, sending a fax to +1-207-235-2226 or by sending an email message to imi@imiconf.com or visiting our web site www.imiconf.com

REGISTRATION FORM

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The Next Era Conference**
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Check here to reserve a free display space

NAME _____

JOB TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE _____ FAX: _____

EMAIL _____

I Want to Pay by Credit Card Please Invoice Me

All checks should be in U.S. dollars drawn on a U.S. bank and made payable to Information Management Institute, Inc. An invoice with bank transfer details for IMI's U.S. or European bank account will be provided upon request.

Crowne Plaza San Marcos Resort

IMI's **2nd Digital Printing Presses - The Next Era Conference** is being held at the Crowne Plaza San Marcos Resort (www.sanmarcosresort.com), an impressive property that's listed on the National Register of Historic Places in Chandler Arizona. Hotel reservations are the responsibility of each meeting registrant. To receive the special conference rate of \$109 for single or double occupancy – Call +1-480-812-0900 – Ask for Reservations AND REQUEST GROUP BOOKING CODE **J3W**. **Early booking is advised** as the reduced rate is guaranteed only until April 13, 2009. **To make hotel reservations online**, go to the Crowne Plaza San Marcos Resort web site

www.crowneplaza.com/chandleraz and

1. Under "Check Availability" on left side of screen - Insert Requested Information AND
2. Enter **J3W** in the "Group Code" field
3. Click on "Check Availability"
4. This takes you to screen where you may select room and proceed through reservation procedure.

The Crowne Plaza San Marcos Resort is located on 123 acres of in downtown Chandler (www.downtownchandler.org) just twenty minutes southeast of Phoenix Sky Harbor International Airport.

The Crowne Plaza San Marcos Resort was the first golf resort in Arizona (1913) and offers restaurants/shopping just steps from the resort. The 295 guestroom feature private patios or balconies overlooking luxuriously landscaped courtyards and offer complimentary in-room internet plus Crowne Plaza's Sleep Advantage program. The 18-hole, 6,626 yard golf course was the first course in Arizona with grass greens.

Special conference golf rates are:

\$79.00 including green fees and cart for Friday-Sunday
\$69.00 including green fees and cart for Monday - Thursday

Don't Miss IMI's & IMI Europe's Upcoming Programs Visit www.imiconf.com

12th Toner & Toner Chemicals Conference

May 4-6, 2009

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May 6-8, 2009

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Chandler (Phoenix), Arizona, USA

20th Annual Thermal Printing Conference

May 11-13, 2009

Radisson Resort Orlando-Celebration
Kissimmee (Orlando), Florida, USA

Ink Jet Technology Showcase 2009

June 2-3, 2009

Ink Jet Academy: Theory of Ink Jet Technology

June 4-5, 2009

Swisshotel - Zurich, Switzerland

Digital Printing Summer Camp 2009

Ink Jet Academy: Theory of Ink Jet Technology

July 27-28, 2009

Surface Tension, Wetting & Capillarity

July 29-30, 2009

Color & Color Management

July 30-31, 2009

Managing Product Development for Value

July 30-31, 2009

Additional Courses to be Announced

Sugarloaf Hotel - Carrabassett Valley, Maine, USA

17th Annual European Ink Jet Printing Conference

Fall, 2009

Dates & European Location to be Announced

6th Annual Security Printing Conference

Fall, 2009

Dates & U.S. Location to be Announced

Ink Jet Academy: Theory of Ink Jet Technology

February 1-2, 2010

19th Annual Ink Jet Printing Conference

February 3-5, 2010

Crowne Plaza San Marcos Resort
Chandler (Phoenix), Arizona, USA

Visit www.imiconf.com for updated program
and registration details