

PRESS RELEASE

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Digital Printing Presses Enabling Increased Profitability

Carrabassett Valley, Maine – The printing industry is finding that digital printing press technologies are providing profitable applications and new business opportunities in these difficult economic times. According to **IMI President, Al Keene**, “printers are learning that digital press technology enables them to control production costs, reduce inventory costs and provide customer desired targeted products that result in higher profit margin jobs. IMI’s 2nd Digital Printing Presses – The Next Era Conference on May 6-8, 2009 in Chandler, Arizona will focus on digital printing press technology developments, opportunities, requirements, challenges and potential solutions that are reshaping the commercial printing industry which has traditionally utilized screen, flexographic, gravure and offset printing – but are now transitioning into the Digital Era.”

Gina Testa, Xerox’s Vice President of Worldwide Graphic Communication Industry Business will address the transition of leading print service providers to marketing services providers plus the elements required for success in digital printing and the latest advancements in Xerox’s iGen Digital Color Presses.

The key metrics required to move digital presses from niche to mainstream devices are a critical topic being covered by **Donald R. Allred, Business Development, Inkjet Printing Solutions at Eastman Kodak**. He will also present his perspective of enabling technologies such as workflow and automated internet portals to drive the change to digital presses plus the contributions of Kodak’s Stream Inkjet and Nexpress toner-based technologies.

Developing complete solutions for specific applications will be the topic of **Duncan Newton, Manager of Client Development for Océ North America**. Selecting the correct print technology, enabling software, adaptive finishing and 24/7 service are all components that must be dealt with in developing a roadmap for digital printing press installations.

A large opportunity for photo book production is the topic of **Rainer Bauer, CEO of Imaging Solutions AG** of Switzerland as he talks about this exciting application and applicable technology.

Mid-range applications also provide many opportunities for printers and **David Murphy, Riso’s Vice President of Marketing**, will discuss the key value proposition and product positioning in this market sector and provide case studies of successful implementations.

John Ferraro, Hewlett Packard’s R&D Section Manager will discuss the next generation of ink jet driving the analog to digital transition. Focusing on the technology developments resulting in their inkjet web press, he will look at how such technology can disrupt the printing ecosystem.

According to Keene, “the printing industry’s future requires that printers capitalize on new and developing technologies as the world goes digital and digital printing presses compete with traditional printing technologies for market share. In addition to the opportunities and developments mentioned above, conference presenters from leading companies will cover additional critical topics such as:

- **Finishing: Value Added Opportunities for Digital Presses**
- **Economy Dictates that Printers Move into Digital Production**
- **Market Expectations & Perspectives vs. Reality**
- **Expanding Productivity & Profitability with Digital Presses**
- **Development Issues Critical for Successful Presses & Applications**
- **& Much More!**

More details on all of these topics can be found on IMI’s web site www.imiconf.com“

Immediately preceding this conference, IMI’s **12th Toner & Toner Chemicals Conference** on May 4-6 features presentations from leading companies including Applied DNA Science, Copperas Consulting, DPI Solutions, Hewlett Packard, Hunt Imaging, InfoTrends, IT Strategies, Malvern Instruments, NinSigma, Pivotal Resources USA and Spencer & Associates. Complete details can be found on IMI’s web site www.imiconf.com

About Information Management Institute, Inc.

Information Management Institute, Inc. (IMI) sponsors conferences world-wide to assist the digital printing industry in understanding technology developments, markets and applications requirements. IMI conferences offer attendees a unique opportunity for leading hardware, consumables, software and user companies to network and develop a more comprehensive understanding of current as well as future developments in the digital printing industry. Since 1990, IMI has held over 350 programs and each year over 2,000 technical, marketing and management personnel from over 600 companies worldwide attend IMI’s programs.

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