

**PRESS RELEASE**

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**Understanding Ink Jet Technology Key to Successful Deposition & Printing Applications**

Carrabassett Valley, Maine - Information Management Institute, Inc. (IMI) President Al Keene points out that, "Ink Jet Technology is being used, evaluated and tested for numerous new applications such as printed electronics, sensors, solar cells, displays, product decoration, digital fabrication, packaging, biological dispensing, graphic arts, textiles and many others."

Mr. Keene continues, "The key to successful ink jet implementation is to understand the fundamentals and details of ink jet technology. This understanding is a prerequisite to any development activity. From printhead selection to understanding substrate interactions to ink formulation criteria necessary to provide suitable drying, adhesion, material properties, etc. – a detailed understanding of the technology is critical. And other than expensive and time consuming trial and error, there are very limited opportunities to gain this necessary and critical information."

"One cost effective option is coming soon at IMI's **Digital Printing Summer Camp 2009** being held at the Sugarloaf Mountain Hotel, Carrabassett Valley, Maine. (Visit [www.imiconf.com](http://www.imiconf.com) to view complete agendas and topics to be covered in each course). The courses offered are:

**Ink Jet Academy: Theory of Ink Jet Technology – July 27-28, 2009**

Led by Dr. Alan Hudd of Xenxia Technology & Mike Willis of Pivotal Resources

**Digital Printing Markets – July 27-28, 2009**

Led by Marco Boer of I.T. Strategies, Don Franz of Photofinishing News, Robert Palmer of InfoTrends & John Shane of InfoTrends

**Ink Jet Ink Manufacturing – July 29-30, 2009**

Led by Dr. Alan Hudd of Xenxia Technology & Dr. Natasha Jeremic of Xenxia Technology

**Surface Tension, Wetting & Capillarity – July 29-30, 2009**

Led by Professor Avi Marvur of Technion – Technical Institute of Israel

**Color & Color Management – July 30-31, 2009**

Led by Dr. Gabriel Marcu of Apple Inc.

**Managing Product Development for Value™ – July 30-31, 2009**

Led by George Gibson of Xerox

Each course has been prepared and is presented by internationally acknowledged and experienced leaders in their fields. These timely courses provide the latest information and insights that simply are not available from any other source. There is simply no better information available," states Keene.

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For example, **The Ink Jet Academy: Theory of Ink Jet Technology** led by Dr. Alan Hudd of Xenxia Technology and Mike Willis of Pivotal Resources offers a one and one-half day course covering the basic theory of all the diverse types of ink jet technology in use today. Learn how the printheads work, what materials are used in their fabrication and the theory of operation. Learn about inks and media used, how they are formulated and the supply and support systems used. To date, over 2000 have attended this course.”

Keene concludes that, “participation in one or more of these courses can potentially save you many man-months of searching, experimenting, testing and otherwise evaluating options for your development and application efforts. Learning the principles of such things as color & color management, surface tension, ink design & manufacturing protocols plus learning how to effectively manage your product development efforts could provide a real advantage in successful product development and implementation.”

As we all know, digital printing technologies – particularly ink jet - are becoming more widely developed and utilized for a wide range of graphics printing, manufacturing, dispensing and other applications. In these difficult economic times, digital printing technologies offer unique advantages for end users to reduce costs by personalizing products, producing on-demand to lower inventory costs and waste, provide added value plus technology advancements are opening up entirely new applications and markets. IMI's **Digital Printing Summer Camp 2009** courses are focused on key topics essential in the development and implementation of products in the rapidly evolving digital printing industry. These courses offer an excellent opportunity to be sure you and your staff are up to speed on key subjects critical to digital printing market success.

PLUS, what a great opportunity to combine one or more of these exciting courses with the summer vacation and recreational opportunities that abound in the Vacationland of Maine – from the ocean to the mountains and in between. And even enjoy a lobster or two!

[www.visitmaine.com](http://www.visitmaine.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 400 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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