



for Affiliates this month in Center research:

Upcoming Webinars Hosted by RIT School of Print Media Faculty:

For the month of September, we are taking a brief break from our research summaries to make our readers aware of **two great upcoming webinars** that will be hosted by RIT School of Print Media faculty (and Printing Industry Center researchers)!

FREE Color Management Webinar for Print Industry Experts in Central and South America: *Un Viaje por el Control de Color*

**Wednesday, Sept. 24
10 - 11 a.m. EST**

Hosted by the RIT Printing Applications Laboratory and RIT School of Print Media professor Bob Chung

Graphic arts imaging encompasses capturing images by sampling the source color space, processing pixels for monitor display and converting pixels as colorant amounts for hard copy output. Unfortunately, key color management concepts as well as tools used in color management implementation are not well understood. Industry personnel are often confused or lost in color management jungle.

To balance between color theory and hands-on color management practice, RIT's School of Print Media embarked on a research project to learn and to demonstrate the use of color management to achieve predictable color. The result is an annual publication, *Test Targets*.

The Webinar presentation will describe how *Test Targets* got started as a class project in 2002, how contents of each issue are created, what approaches are taken to make it a reality, highlights of past issues of *Test Targets* and what students, faculty, and industry professionals think about the value of this publication. The presentation will conclude with an update on the *Test Targets 8.0* journey.

The free Webinar, part of an IDEAlliance Proofing Summit being held in Mexico, will be broadcast in English only and is available in Central and South America. Participants will need an Adobe Web Server connection. **To sign up, contact Joseph Frank Staszak at jstaszak@idealliance.org.**



Center Spotlight



Print in the Mix

Print in the Mix is "a unique site demonstrating the role of print as a viable information medium in the marketing mix." This free resource is published by the Printing Industry Center.

Have you visited **Print in the Mix** yet? Find out how this site can help you 'make the case' for print!

printinthemix.rit.edu
Funded by The Print Council

The e review

The eReview is a monthly publication of the Printing Industry Center at RIT for registered Affiliate companies. Articles are also published in the quarterly printed publication *PrintReview*.

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Contact the Center

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(Web site, publications, general info)

The Print-to-Mail Challenge – Adding Successful Mailing Services to a Printing Operation

Wednesday Sept. 24
1:30 - 3:00 pm EST
Cost: \$149 US

Hosted by Chris Lien (BCC EVP) and Dr. Twyla Cummings (RIT School of Print Media professor)

Every day, more and more printers are realizing the value of adding mailing services to their existing workflows, as an essential tool for differentiation and increased revenues. But navigating the complex world of mailing is no easy feat for postal veterans, let alone newcomers. In this special PEAK event, **BCC executive vice president Chris Lien** and **Dr. Twyla Cummings of the School of Print Media at RIT** will discuss key considerations and best practices for experienced printers looking to become printer-mailers.

This webinar is intended primarily for printers with little to no mailing experience, and is non-promotional. It will address issues such as motivations for "going postal" (e.g., profits, customer service), mailing industry considerations, hardware and software needs, seeking assistance from USPS sources and third-party providers, and more! **Register today at peakwebinars.com.**

Next month, we will resume research summaries with a synopsis of Susan Farnand's monograph, *Minding the Gap: Evaluating the Image Quality Gap of Digital Print Technologies Relative to Traditional Offset Lithography* (PICRM-2008-08). Upcoming eReviews will include details on the 2008-2009 research monographs (to be released in early 2009) as well as details on the 2009-2010 research agenda of the Center.

2007-2008 Research Monographs:

Research publications of the Center are available at:
<http://print.rit.edu/research/index>

[BACK TO TOP](#)



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About the Center

Dedicated to the study of major business environment influences in the printing industry precipitated by new technologies and societal changes, the Printing Industry Center at RIT addresses the concerns of the printing industry through educational outreach and research initiatives.

Support for the Center comes from:

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