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January 2010
eReview

Center Spotlight



Personalization

by Patricia Sorce, Ph.D.

This book, the fourth volume in the Printing Industry Center Series, serves as a follow up to Dr. Sorce's previous book, *Data-Driven Print*, published in 2006. Here, she documents the importance of utilizing personalization and custom communication techniques, and identifies the best practices, best prospects and associated business models for delivering top value to printing clients. In addition, several case studies provide real-world examples of this evolving industry.

How to order your copy:

Personalization is [available from RIT Cary Graphic Arts Press](#) for \$18. Bulk orders can be called into the Press at (585) 475-6766.

Upcoming RIT Events

This month's *eReview* contains information about upcoming events at RIT of interest to the printing and publishing industries. Make sure to check out the information on the [Future of Reading symposium](#) and the [free webinar series](#) being offered by the Printing Applications Laboratory!

Next month's *eReview* will be a summary of the soon-to-be-released research monograph *Evaluating the Viability and Usefulness of a Distribution Center for Print Service Providers* by Twyla J. Cummings, Ph.D.

The Future of Reading symposium June 9-12, 2010

Press release from [RIT University News](#)

The past decade has brought texting, tweeting, e-readers, Google Books and digital libraries into a parallel universe with the millennia-old medium of the printed word. What will survive?

The art of reading in flux is the focus of **Rochester Institute of Technology's Future of Reading**, a symposium to be held from **June 9-12** across the university campus. **Keynote speakers are Margaret Atwood, award-winning author of more than 40 books, and Wired editor-in-chief Chris Anderson.** The event is co-sponsored by RIT School of Print Media and RIT Cary Graphic Arts Press, and will feature presentations by experts in writing systems, content creation, vision and cognition, typography, visual media and display technology.

"Reading is an integral part of our everyday lives and has a



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.

Sample Fast Fact:

*Print magazine and newspaper ads are **becoming more interactive with the addition of interactive bar codes and icons** that when read or snapped with their mobile phone provide the consumer with product info, a promotion, or a coupon. [Read more here.](#)*

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

About the eReview

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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You are receiving this newsletter because you registered as an

profound effect on how societies envision, articulate, distribute, absorb, remember and assimilate content," says David Pankow, curator of RIT's Cary Graphic Arts Collection. "The aim of the conference is to foresee where new modes of reading will take us. Will technology and new media spell the end of traditional reading?"

The Future of Reading will offer point-counterpoints focusing on three central themes: Reading and Writing, Media and Technology, and Science and the Art of Literacy. Notable guest speakers include Johanna Drucker of UCLA Information Studies, Amit Ray of RIT Literary and Cultural Studies, N. Katherine Hayles of Duke University, Denis Pelli of New York University, Kris Holmes of Bigelow & Holmes typography, and author and linguist Robert Bringhurst.

The event is expected to attract 500 national and international participants in the fields of publishing, graphic design and typography, digital humanities, library science and media technology. **For more information, visit futureofreading.cias.rit.edu.**

Free Webinar Series

Rochester Institute of Technology (RIT) is offering a series of free webinars in various imaging disciplines. Faculty, technical staff and alumni from [RIT's School of Print Media](#) and [RIT's Printing Applications Laboratory](#) will share their expertise in such areas as variable data printing, digital imaging, color agreement, assessing color measurement, and process control.

Upcoming webinars include:

Mailing, Fulfillment & Distribution: Value Added Services for Printers

Jan. 15, 2-3 pm EST

Twyla Cummings, Ph.D.

[Register for this webinar.](#)

The need to differentiate one print service provider from another is not only based on products or technology, but also on the unique value of the provider as perceived by the customer. The benefit to the customer is in having one supplier responsible for managing both print and distribution, while the value to the print services provider is a continuous and steady flow of work. Services such as mailing, fulfillment, and distribution come to mind.

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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:

[Sloan Foundation](#)

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The focus of this webinar (suitable for all levels of experience) is to emphasize the opportunities for print service providers to diversify their product offerings to include non-print services. An additional focus is to address the benefits and the considerations of venturing into these business areas.

Assessing Color Measurement Instrument Capability

Feb. 11, 2-3 pm EST

Bob Chung

[Register for this webinar.](#)

Color management depends on printing process control. Printing process control begins with color measurement. This beginner-level webinar will define a number of important concepts (e.g., calibration, calibration reference materials, tristimulus integration, colorimetric parameters (L^* , a^* , b^* , C^* , h , ΔH , ΔE), accuracy, precision, reproducibility, and inter-instrument agreement), and elaborate on these concepts with process control examples in the graphic arts. Participants will become more aware and knowledgeable when using spectrocrometers for press/proofer profiling and printing process control.

Color Agreement between Package Printing and Proofing

March 11, 2-3 pm EST

Bob Chung

[Register for this webinar.](#)

This intermediate-level webinar will cover the findings from a case study conducted at RIT regarding the measurement of color match between printed proofs and the final prints in packaging graphics. Bob will discuss the process used to develop a method for comparing the color match, as well as the key findings that resulted from the case study.

History & Development of Digital Printing Technologies

April 2, 2-3 pm EST

Howard Vogl

[Register for this webinar.](#)

Digital printing is considered to be a recent development. However, the development of digital printing can be traced to numerous discoveries, some of which are more than a century old. Those who laid the groundwork for what we now know as digital printing never intended to develop the technologies in use today. Nevertheless, as a consequence of their work, new ways of communication came about that changed society.

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This beginner-level webinar will examine important historic events that led to the development of several common digital printing technologies as well as discuss the basics of these technologies.

To register for any of these webinars or other training classes, visit www.seminars.cias.rit.edu.

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