



3rd Digital Printing Presses The Next Era Conference

June 9-11, 2010

Radisson Resort Orlando Celebration
Kissimmee (Orlando), Florida



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 **3rd 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 Displays & Suppliers’ Forum

IMI’s **3rd 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 3 and fax to +1-207-235-2226 OR send an email to al@imiconf.com

Conference Speakers

Michael Abergel, MGI USA
Dr. Ross R. Allen, Hewlett Packard
Donald R. Allred, Eastman Kodak
Tom Baratz, Lyra Research
Guy Broadhurst, Oce
Yuan (Charlie) Chang, Amica Software
Jürgen Devlieghere, Punch Graphix
Simon Edwards, Tonejet

Axel Fischer, INGEDE (Intl Assoc of Deinking Industry)
Terry Frazier, Madison Advisors
Marc Graindourze, Agfa
Mark Hanley, I.T. Strategies
Dr. Alan L. Hudd, Xennia Technology
Heberto Pachon, Nipson America
Martin Schoeppler, FUJIFILM Dimatix
Dr. Dene H. Taylor, SPF-Inc.
Additional Speakers to be Named

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Wednesday, June 9, 2010

9:00 a.m. **Optional Tour of Area Digital Printing Facilities**

We are working to organize an tour of digital printing facilities in the area to view several different digital press products and technologies in operation. Details will be posted as soon as they are available.

11:00 a.m. Conference Registration Commences

2:00 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 or Marco Boer, Consultant, I.T. Strategies, Hanover, Massachusetts

- Digital Production Printer Markets: Current & Future
- Digital Presses Finally Get Fast
- How Ink Jet has Driven Color Variable Data Printing
- Ink Jet has Opened the Gates to the Reality of High Volume Color
- Industrial Printing Applications: Opportunities & Challenges

2010 STATE OF THE COMMERCIAL HIGH SPEED CONTINUOUS FORM INK JET MARKET

Tom Baratz, Senior Industry Consultant, Lyra Consulting Group, Lyra Research, Inc., Newtonville, Massachusetts

- Commercial Ink Jet Continuous Form Printer Forecast
 - Hardware, Ink & Media Projections & Growth Rates from 2009 & 2013
 - Key Assumptions on Page Density, Usage Rates, Monthly Print Volumes & Applications
 - Additional Components Required for OEM Customer Success
- Usage Case Scenarios: Applications Descriptions of Public Customers of Kodak, HP, Océ & Others
- Negative Forces that will Detract from Print Volumes Required for Key Applications such as Books, Catalogues, Newspapers, Periodicals & Direct Mail
- Why We are Bullish on Commercial Continuous Form Ink Jet Printing

PRINT SUPPRESSION IN THE ENTERPRISE: TRENDS, INDICATORS & INSIGHTS INTO HOW CORPORATE AMERICA IS DRIVING DOWN PRINT USAGE & SHIFTING TO e-DELIVERY

Terry Frazier, Principal Analyst, Madison Advisors, Colleyville, Texas

- 2009 Print Suppression Market Study: Who, What, When, Where & How We Surveyed
 - What is Driving the Move to e-Delivery?
 - What is Driving Companies Away from Print?
 - What are their Medium- & Long- Term Goals for Reducing Print?
 - What is Corporate America Doing?
 - How is it Different from the Past?
 - What does it mean for Outsourcing, In-Plant Operations, etc.?
 - What is Working & What Isn't in getting Customers Weaned Off Print?
 - What are the Leverage Points where Print Still has an Advantage?
 - What do these Changes Mean?

DIGITAL PRINTS – ARE THEY RECYCLABLE?

Axel Fischer, Head of Public Relations, INGEDE (Int'l Assoc of the Deinking Industry), Munich, Germany

- Why Some Prints Create Problems & Some Don't
- Differences between the U.S. & Europe – and What They Have in Common
- Test Methods: Deinking is the Key Process in Paper Recycling
- Toner, Solid Ink, Dyes & Pigments: How They Behave in Deinking
- Why Think about Recycling? Eco-Labels & Green Public Procurement
- Future of Ink Jet Inks – There is a Way

THE CHALLENGES OF OFFSET PRINT QUALITY

Martin Schoeppler, CEO & President, FUJIFILM Dimatix, Inc., Santa Clara, California

- How does Digital Printing Stack Up Today?
- Strengths & Weaknesses of Dimatix' Current Products
 - How Hybrid Construction Works
 - Fit with Single Pass Application Requirements: Screen & Flexo Printing Replacement, etc.
 - Why Machined/Laminated Solutions can't Hit the Offset Quality Target
- Taking the Silicon MEMS Leap
 - J2 Technology
 - Printbar Concept
 - Marking Systems & Qualified Ink Key to Success
- JetPress Status Update: IPEX Show Review & Print Samples

5:30 p.m. Networking Reception in Display Area

Thursday, June 10 2010

7:30 a.m. Breakfast

8:30 a.m. Session 2

The New Era of Printing

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

HP INKJET WEB PRESS TECHNOLOGIES

Dr. Ross R. Allen, Senior Technology Specialist, Printing and Technology Platforms, Hewlett Packard, St. Helena, California

- HP T300 Color Inkjet Web Press: 30 inch web, 400 fpm, 4 colors, 1200x600 dpi
- Thermal Inkjet Printheads based on Scalable Printing Technology
- Press Applied Bonding Agent Allows High Quality Printing on Uncoated Offset Stock
- Key Design Feature: Reliable Pixel Printing with System Architecture – Scalable in Web Width, Features & Performance
- Printheads, Printer Scalability, Inks & Media

INK JET COLOR PRINTING: PRACTICAL USES & PREDICTABLE PRICING

Guy Broadhurst, Vice President, New Products & Client Development, Oce North America, Boca Raton, Florida

- Opportunities & Applications
 - Leading Applications
 - The Opportunity for Digital Growth
 - Secure Printing Applications
- Coverage Examples: Common Samples & Complex Pages
- When is a TCO Not a TCO? Common Misconceptions, TCO Building Blocks, Importance of Paper, Cost of a Color Page Today & Cost per Copy Comparisons
- Tools
 - Job Cost & TCO Calculators
 - Print Systems & Workflow Software

12:00 Noon

Luncheon

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

1:30 p.m.

Session 3

The New Era of Printing (cont.)

FROM MARKET TO ENGINE

Jurgen Devlieghere, Vice President Software and Hardware Development, Punch Graphix, Lier, Belgium

- How Print Engines & Toners Choices are made to Suit the Markets Served
- How Print Engines & Toners Choices are made to Address General Trends: Eco-Friendly, Energy Efficiency, Recyclability, etc.
- Technical Examples
 - Xeikon 8000
 - QA-P Toner for Document & Book Printing
 - QA-I Toner for Packaging & Label Printing

INTEGRATED & HYBRID PRINT SOLUTIONS USING HIGH-SPEED MONO-CHROME DIGITAL PRESSES

Herberto Pachon, President, Nipson America, Elk Grove Village, Illinois

- High Speed Monochrome Digital Press Market
- Integrated Print Solutions
 - Digital Presses Combined with Pre- & Post-Processing and Software
 - Complete Cost Effective Solutions
- Hybrid Print Solutions
 - Digital Presses Running In-line with Traditional Printing Equipment (Offset & Flexographic Presses)
 - High Quality Color plus Variable Data Capability
- Print Customers' Expectations are Redefining Printing Marketplace as High-Speed Digital Presses Rival Traditional Press Print Quality, Speed & Reliability

THINKING BEYOND THE 13" X 19" PAPER SHEET – EXPANDING DIGITAL APPLICATIONS

Michael Abergel, Executive Vice President & Managing Director, MGI USA, Inc., Melbourne, Florida

- Meteror DP60 Pro Multi-Substrate Digital Press: Key Markets & Differentiators
- New Opportunities & High Profit Applications
 - Plastics & Synthetic Substrates
 - "Super" Format Applications: Book Covers, Quad-Fold Brochures & Other Apps Requiring up to 40"+
 - Envelopes
 - Laser-Safe Prints on Digital? Yes You Can!
 - Life with No Click Charge
 - Customer Highlights
- Variable Data Printing & Other Traditional Digital Applications
- Finishing Opportunities

APPLICATION SPECIFIC DIGITAL PRESS USING KYOCERA KJ4 PRINTHEAD

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

- Ink Jet Printhead Technology Advancements
- Hardware & Software Requirements
- Compact & Cost Effective Press Design
- Commercial Printing Needs for A4 or A5
- Color Envelope Printing Case Study

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

6:00 p.m. Networking Reception in Display Area

Friday, June 11, 2010

7:30 a.m.

Breakfast

8:30 a.m.

Session 4

The New Era of Industrial Printing

INDUSTRIAL INKJET FOR PRODUCTION LINE PRINTING

Dr. Alan L. Hudd, President & Chief Technical Officer, Xenxia Technology, Letchworth, Hertfordshire, UK

- The Evolution of Inkjet from Desktop to Demanding Manufacturing Environments
- Ink Jet Integration Requirements for Reliable Production Printing
 - Inks
 - Inkjet Modules
- Inkjet : Helping to Revolutionize Manufacturing Processes for
 - Ceramic Tile Decoration
 - Textile Finishing & Printing
 - Product Decoration
- The Inkjet Proposition: Benefits & Challenges for Production Lines
- The Future of Inkjet for High Speed, Reliable Production

STRENGTHS OF UV-CURING INKJET PRINTING FOR PACKAGING APPLICATIONS

Marc Graindourze, Business Development Manager, MAT/Materials Business, Agfa-Gevaert NV, Mortsel, Belgium

- Agfa & Inkjet Printing – Especially for Packaging Applications
- Trends in Packaging Printing
- Packaging Printing Innovations at IPEX Show
- Strengths of UV-Curing Printing for Packaging
- Development of UV-Curable Packaging Inks
- Customized Inkjet Inks for Dedicated Packaging Applications

UNLOCKING THE FULL POTENTIAL OF PACKAGING

Simon Edwards, Vice President of Sales & Marketing, Tonejet Limited, Melbourn, Hertfordshire, UK

- What is the Market Looking For?
- What Could we Achieve with Packaging that we Cannot Today?
- Opening the Door to Product Differentiation: Packaging for the Modern Consumer
- Vision of the Future
- Leading the Revolution

FINISHING: HIGH MARGIN OPTIONS

Dr. Dene H. Taylor, President, SPF-Inc., New Hope, Pennsylvania

- Printer & Client both get Great Value from Finishing
- Finishing Processes are Becoming More Integrated with Printing: Sheeting & Covers through Binding to Packaging
- Overcoating Offers the Highest Value
 - Vibrancy & Durability – Premium Magazine and Photograph
 - Green Chemistry (UV & Aqueous Formulations)
 - For All Digital Presses: Web, Sheet, Single-sided & Duplex
- Considerations of Operational Expectations
 - Customer Base & Requirements
 - Matching Capabilities with Available Systems
 - Economic Justification & Projected ROI
- Application & Finished Product Examples
- Finishing Systems Examples

1:00 p.m. Adjournment

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
- Have a complimentary display space to show and demonstrate your products to all conference participants
- 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
- Give a 5-minute presentation during the popular Suppliers' Forum session on your company's technology, products, services, etc.

Registration Information: 3rd 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 \$500 cancellation fee, but will receive a copy of the conference binder/CD.

To register, submit the registration form with payment to Susan Meldrum Vandrey, 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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I wish to reserve a Display Space Suppliers' Forum slot

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.

Radisson Resort Orlando-Celebration Information

IMI's 3rd Digital Printing Presses - The Next Era Conference is being held at Radisson Resort Orlando-Celebration located in Kissimmee, Florida. Hotel reservations are the responsibility of each meeting registrant. **Early booking is advised** as the reduced rate is guaranteed only until May 19, 2010. Phone +1-800-333-3333 (Radisson Central Reservations) or +1-407-396-7000 (Hotel direct) and reference "0610INFMG" to receive the special group rate of \$89 (including resort service fee) for single or double occupancy.

To make reservations online - go to hotel website www.radisson.com/kissimnee and

1. Select your desired arrival and departure dates and hit "Go" which will take you to the next page
2. Fill in "IMI" in the "Promotional Code" field under "Search for Special Rates" and then hit "Search" which will take you to the IMI Rates where you can make your selection and complete the reservation process. **NOTE: IMI Rate includes \$11 daily resort fee)**

The Radisson Resort Orlando - Celebration is located on 20 acres of beautiful tropically landscaped grounds just 1.5 miles from Walt Disney World Resort. Guests can unwind at a giant free-form swimming pool with waterfalls and a water slide. The Radisson Resort Orlando - Celebration also offers another heated pool, a kids' wading pool, lighted tennis courts, sand-based volleyball, a playground, a game room, jogging areas and a fitness center. In addition, the Radisson Resort Orlando - Celebration provides shuttle service to Disney World, Sea World and Universal Studios.

Adjacent to Radisson Resort Orlando - Celebration is Celebration Golf Club, an 18 hole championship caliber course designed by Robert Trent Jones, Sr. and Jr.

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

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Ink Jet Academy: Practice of Ink Jet Technology

June 14-17, 2010
Letchworth, Hertfordshire, UK

Digital Printing Summer School 2010

June 28 - July 2, 2010
Univ. of Westminster - Marylebone Road Campus
London, UK
Courses to be Announced

Ink Jet Technology Showcase 2010

September 8-9, 2010
Ink Jet Technology Integration Short Courses
September 10, 2010
Sheraton Baltimore City Center Hotel
Baltimore, Maryland, USA

Ink Jet System Engineering Course

and
Ink Jet Academy: Theory of Ink Jet Technology

October 25-26, 2010

18th European Ink Jet Printing Conference

October 27-29, 2010
Sheraton Lisboa Hotel
Lisbon, Portugal

7th Security Printing Conference

November 15-17, 2010
Baltimore, Maryland, USA

Digital Printing World 2011 Conferences

Ink Jet Academy: Theory of Ink Jet Technology

January 31 - February 1, 2011

22nd Thermal Printing Conference

January 31 - February 2, 2011

14th Toner Printing Conference

January 31 - February 2, 2011

20th Ink Jet Printing Conference

February 2-4, 2011

U.S. Location to be Announced