NPES PRINT BUSINESS OUTLOOK CONFERENCE 2017

Ray Duval, Director, Solution Sales

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OPTIMIZING AND AUTOMATING PHOTOBOOK AND PHOTO PRINT PRODUCTION

Reach new business with photo prints and related products
Partners

Canon
FLEXBOOK
manroland
Web Systems
Konica Minolta
Ricoh
Xerox
Duplo
GLUNZ & JENSEN
HP
LasermaticRoll
TECNAI GROUP
Müller Martini
Mor bois
Standard
Horizon
Hunkeler
CP Bourg
Enfocus
Morgana
Aleyant
RSA
PrimaTechnologies
OnPrintShop

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Some of our Customers

- Hucais, China
- Kodanscha, Japan
- **RPI / DPI, USA**
- London Life, Canada
- Thomson Reuter, USA
- **Shutterfly, USA**
- Met Museum of New York, USA
- Symeta, Belgium, Europe
- **Bay Photo, USA**
- Rotolito Lombardi, Italia

- **Zangraf Digital Photo, Brazil**
- R.R. Donnelley & CGX, USA
- Edwards Bros. Maloy, USA
- O’Neil Data System, USA
- **Lupa, Israel**
- **PhotoCru - Photobooks Worldwide, Malaysia**
- **PhotobookShop, Australia**
- London Drugs, Canada
- Merrill Corporation, USA
- Precision Printing, UK
Challenge Into Opportunity

Some people see Challenges....
Challenge Into Opportunity

Some people see Opportunities....
Challenge Into Opportunity

Some people see Opportunities…. 
Challenge Into Opportunity

Optimizing short runs in a fully automated workflow to allow for quick turn around time. You must focus on automation and just-in-time production.
Run Lengths Continue to Decline

Figure 1: Change in Frequency of Printing Jobs
For the following run lengths, do you see an increase or decrease in the frequency of printing jobs?

<table>
<thead>
<tr>
<th>Run Length</th>
<th>Do not offer</th>
<th>Decrease</th>
<th>Stay the same</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000 +</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10,000 to 24,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,500 to 4,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500 to 999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;250</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

N = 478

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Delivery Times are Shorter

Figure 5: What are your customers’ turnaround requirements for each of these run lengths—total?

With short-run print jobs dominating the market, customers are requiring faster turnaround times than ever before.

Source: Emerging Trends Q2 2012 Run Length, Turnaround Time and Print Volume, InfoTrends 2011
So Many Small Orders...
So Many Different Products…
Growth Opportunity

✓ Photobooks: Lay flat, Rich media, Larger books, extra pages, extra copies
✓ Photo Cards: Boutique cards, non-holiday, non-photo.
✓ Specialty Prints: New formats, new materials, irregular shapes (nesting), labels, etc.
Sept. 2016: Amazon Enters Photo Print Market

There haven’t been that many significant entries into the photo print market over the last several years, so it was especially notable when Amazon announced its AmazonPrints service on September 21st, which is available to Amazon Prime and Amazon Drive customers. The service is now offering photo prints in 4” x 6” ($0.09), 5” x 7” ($0.58) and 8” x 10” ($1.79) sizes, as well as two different types of photo books. AmazonPrints 8” x 11” hardcover photo book with glossy pages, and an 8” x 11” premium layflat hardcover book with matte paper. Stationery and calendars are coming soon.
But my Workflow is Not Automated...
It is Time to Automate
Choosing the Right Solutions
Key Automation Features

1. Connect imposition to your management system
2. Gang jobs of different quantity and sizes
3. Generate dynamic barcodes to track your jobs
4. Get your marks right every time with Marks Profile
5. Reach high speed imposition processing
6. Combine your offset and digital operations
The Right Tools

✔ Fully automated imposition workflow
✔ Flexible, Scalable, Easy to use.
✔ Must handle a wide range of applications
✔ Book on-demand, photos, labels, packaging or any commercial work… in a single solution
On Demand Digital Photos

- New business model: Automate!
- Automation is key in driving revenue and increasing profits
- Imposition and Finishing automation workflow
- Batching of orders, back side metadata printing, imposition and barcoding for finishing automation
Automate and Centralize

- Business_cards
- Postcards
- Booklets_8x10
- Posters_11x17
- Photos_4x6
- Brochures_8.5x11
- Bookmark
- Dynamic_HotFolder
- Autoflow_Ganging
- Photobooks_8x8
Automate and Optimize

Impostrip®
Automate End to End

**Impostrip Automation**

Imposition with Barcodes and Banner pages

Ultimate Bindery: Finishing Automation

Inline

Near-line
Scalability to process High Volume

Solution to manage across multiple servers

High volume photo processing can only be done with the advantage of multiple core server computers to deploy several software engines in order to rack up as much capacity as needed to meet production demand and speed.
Portfolio

Imposition and Finishing Automation Software

• **Impostrip®**
  Imposition Automation

• **Ultimate Bindery®**
  Finishing Automation

• **Absolutely Imposing™**
  Adobe Acrobat Plug-in
Thank you

Ultimate TechnoGraphics

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