

The Printing Industry is Entering the Digital Era - Fact or Fantasy?

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Abstract

Commercial printing is the last vestige of the analog era: a \$400 billion industry that has barely been touched by the digital revolution. Is this industry finally ready to yield? Or will the digital transformation of the printing industry continue to elude its pursuers? Is there a "killer app" that will blow this market open? If so, what are its key enablers? Will inkjet, xerography and liquid electrophotography all compete in this space? Does the Internet complement - or compete with - commercial digital printing? Lastly, what's the big deal - who needs it anyhow?

Biography

Benny Landa is the founder of Indigo, now a division of Hewlett-Packard. He serves as strategic advisor to HP CEO Carly Fiorina, has been granted over 140 U.S. patents and hundreds more worldwide, including Digital Offset Color patents and patents for Electroink that are at the core of the Indigo technology. In October 2002, Mr. Landa was awarded the Edwin H. Land Medal by the Optical Society of America and the Society for Imaging Science and Technology for his pioneering work in imaging and his entrepreneurial creativity. For his outstanding contributions to the industry, particularly the Indigo Digital Offset Color printing process. Mr. Landa was awarded the Institute of Printing's Gold Medal in 2000. In the words of the Institute, the Indigo Digital Offset Color printing process is "one of the most significant technological innovations in our industry since the development of offset printing more than 100 years ago."