

Printing in an Electronic World

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Abstract

The death of print media technology has been predicted again and again over the past decades. Due to the rapid development of electronic technologies, printing today seems to be a mature technology leaving hardly any space for innovation despite all digital advancement in this field. However, the possibilities of new polymer electronic materials will dramatically alter this view as they enable the printing of electronics. Printing will evolve from a graphic art to a micro structuring technology. On the one hand, this will result in completely new requirements for printing processes and machines. On the other hand, entirely new growth markets for printed electronics can be envisaged.

Biography

Born in 1960, **Arved Huebler** studied Physics in Heidelberg and Berlin. His PhD in the field of image science was honoured with several awards. In 1992, Arved Huebler joined the Bertelsmann Group in Guetersloh, Germany,

which is one of the largest media companies worldwide. At Bertelsmann, he became Technical Director responsible for several main technological projects. In 1997, he was appointed to the professorship "Print- and Media Technology" at Chemnitz University of Technology, Germany.

The same year, Arved Huebler founded the Institute for Print and Media Technology at Chemnitz University of Technology [pmTUC], with about forty employees today. There are four research departments at the pmTUC: (1) conventional printing technology (e.g. projects in new press design), (2) digital printing technology (e.g. ferro-electric printing, liquid toner), (3) colour science & document technology (e.g. spectral imaging scanning devices, development of jdf-formats) and (4) APE-technologies (APE = all-printed electronics). In December 2003, Huebler announced the production of the first ever all-printed polymer transistor by means of conventional mass printing technology. Arved Huebler is a member of various national and international scientific organisations (e.g. IS&T). He has over 90 publications, holds several patents and was chair of several international conferences.