

Mobile and Web2Print Solutions from HP Labs

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Abstract

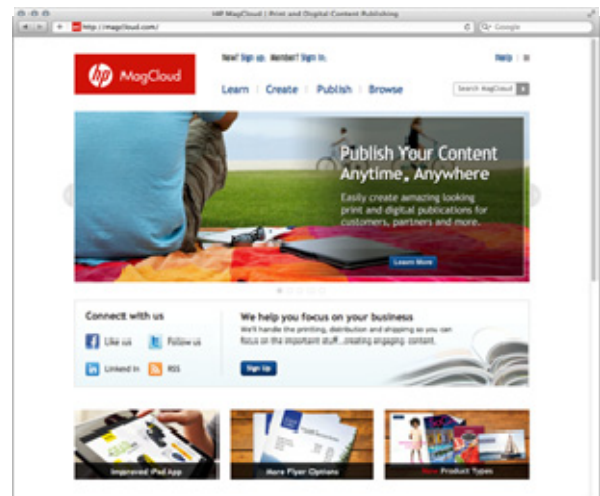
Commercial Color Digital Print has grown and matured over the last 20 years. Since its first public appearance in 1993, the technology has grown to B1 size sheets and rolls and has already surpassed offset quality. Both electrophotography and inkjet printing technologies dominated the 2012 Drupa show. So what is next for printing? In this talk, we will describe several Custom Cloud Printing Solutions along with mobile and Web2Print Incubations from HP Labs which may paint some color towards this future.

Introduction – Mobile, Web2Print, Multi-Channel promotion services and Cloud Platforms

Printing ink on paper produces about 50 trillion pages annually with a growing percentage done using digital print technologies. How many of these pages will be printed leveraging cloud printing platforms? What are the advantages of Cloud Printing Solutions and who can connect and leverage such platforms? In this talk, we will look at trends and try to answer some of these questions. We will start by looking at some of HP Labs experiments and Cloud based offerings: The growing MagCloud service and a new experiment for measuring color with a Smartphone and connecting the result to a useful output device.

Author Biography

Udi Chatow received his B.Sc. and M.Sc. degree in Physics from Tel Aviv University and his MBA from Kellogg / TAU. Udi joined HP-Indigo in 1988 and has held several R&D positions among them Project Manager, Ink Department Manager, R&D Materials Section Manager and since 2005 is creating and leading incubations in HP Labs.



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