

# Innovation, Strategic Thinking, and Taking Print to a New Level

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GAA Premedia Conference  
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# Introduction

- Innovation and strategic thinking
- Lesson learned from Steve Jobs and Apple Inc.
- How innovation and strategies can help printing and publishing industry to achieve the same greatness?



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# Topics

- What it takes to innovate
- How does one strategize
- Taking print to a new level



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# What It Takes to Innovate

- Innovation is the use of more effective methods to build better products or services that are relished by markets and society.
  - To Steve Jobs, innovation began with his curiosity and interest in electronics.
  - Steve Jobs and Steve Wozniak started the Apple Computer in 1976.



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# Apple's Product Line

Period	Product	Later models
1976	Apple I	
1977 - 1995	Apple II	II Plus, IIe
1980 - 1984	Apple III	
1984 - current	Macintosh	Macintosh II, PowerBook, PowerMac, G3, G4, G5, iMac, MacPro
1993 - 1998	Newton	
2002 - current	iPod	iPod Touch
2007 - current	iPhone	iPhone 4S
2010 - current	iPad	



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# Apple's Product Line

- Two important distinctions: innovation and continuous improvement
  - Different product lines, i.e., from Macintosh to iPod, iPhone, and iPad, reflect the innovation aspect of Apple.
  - Different models within the same product line reflect the continuous improvement aspect of Apple.



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# How Does One Innovate?

- To Steve Jobs, it was his innate tendency to challenge the status quo and to ‘Think Different.’



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# How Does One Innovate?

- To Apple, innovation is like a fire — although innovation can spread like a fire, it does not happen by itself.
  - It requires vision, leadership, serendipitous discoveries, and strategy.
  - Strategy is a plan of action designed to achieve a particular goal.



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# Apple's Strategies

1. Focus on its niche
2. Maximize the end-to-end control of product design, manufacturing, and distribution
  - ✧ Closed system + Innovative technology + Innovative design = Enlightened user experiences



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# Apple's Strategies

3. Maximize the speed and quality of the product design and development
4. Build a lasting company with a sense of urgency



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# Take Print to a New Level

- Gravure innovations and improvements
  - Gravure printing process by Karl Klic
  - Electromechanical engraving by Hell
  - Laser engraving by Max Daetwyler
  - ESA by GRI
  - Desktop publishing and color management
  - Digital file format standards, e.g., PDF



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# Taking Print to a New Level

- Where is the next wave of innovation and continuous improvement?
- How do we take print to a new level?
- Think Print Different
- Example #1 – adding value to print



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# Taking Print to a New Level

- Example #2 –adopting the new printing standard, ISO 15339-1, and building trust
- The new standard specifies characterization data set as the printing conformance aims. The result is that printers can take print to a new level by matching product colors across different printing technologies.



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# Taking Print to a New Level

- Printing certification is verification that specified requirements relating to a product or process are fulfilled.
  - Being certified helps printers to differentiate themselves in the market.
  - RIT is committed to help the printing industry take print to the next level.



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# Summary

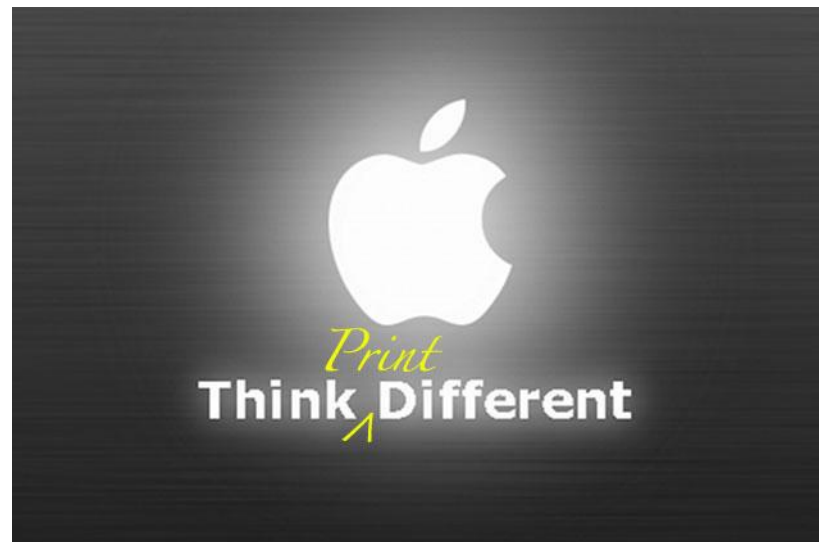
- Steve Jobs and Apple Inc. thrived best at the intersection of artistry and technology.
  - Apple's innovation and strategies not only transformed many industries, but also enabled a new lifestyle in today's society.



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# Summary

- The printing and publishing industry also thrives at the intersection of graphic art and digital prepress and printing technology.
- It is now up to us to take print to a new level.





# Thank You for Your Attention.

## Q/A



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