

**GAA 2007 Premedia Conference  
Naples, FL**

# **What The Future Holds**

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Arellton GROUP LLC

# **What The Future Holds**

We will never “solve” Premedia

Things to reckon with:

## **Supply chain models**

One and Many “touches”

Customers, Content Providers (freelance, independent contractor), Value-added premedia providers, Printers, Other media and channels

Insource and Outsource

Offshore

## **Workflows**

Scripted, automated, configurable,  
disciplined

PDF: annotated point-to-point

PDF: browser-based

Novice friendly authoring, editing

Remote / local access to native apps

## **Files**

XML First

CMYK Last

Hi Res plus derivatives on the fly

Rights Managed, Digital Asset Managed

Granularity: Entry? Page? Other?

Driven by marketing, campaign management  
systems

## **Standards**

PDF (Johnny Sutton on variability)

Color Management

JMF/JDF

Metadata for internal and external (customer)  
search and retrieval

File, document management, naming,  
versioning (revisions, market segmentation)

## **Proofing**

Premedia continued refinement, including  
stats, audits, costing, billing

Web 2 Print Portals, otherwise none

Soft (contract, content) and remote  
(contract) color managed

Press checks?

## **Gravure cylinders vs. competition**

*GRAVURE* magazine article from ERA

2007 Leadership Summit *re* short run  
gravure, regional versioning

Continued pressure on high volume, low  
costs

Pressure on offset from digital imaging



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**Thank you**

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