



CANON SOLUTIONS AMERICA

 CANON SEE IMPOSSIBLE

BEYOND INNOVATION LIES SUCCESS

FOLLOW INDUSTRY TRAILBLAZERS' PATH TO SUCCESS

DIGITAL PRINTING INSIDER | APRIL 2017 | FOR BOOK PRINTERS AND PUBLISHERS

DELIVERING WHAT READERS REALLY WANT: INNOVATIONS IN BOOKS TODAY

Everywhere you look, people are expecting interactive experiences in today's world, and the book market is absolutely no exception. The industry has seen rapid advancements in digital technologies that can help publishers innovate in entirely new ways. To highlight these technological advancements and explore how you can capitalize on them, Canon Solutions America is offering a replay of its sponsored webinar, *Book Publishers: It's About Innovation!* presented by *Printing Impressions* and *Book Business* magazines.

Barb Pellow, Group Director of InfoTrends/Keypoint Intelligence, kicks off the webinar by highlighting the importance of innovation. "Technology is changing how content is created, formatted, designed, and stored," she explains. "As a result, we are beginning to see new ways

"Technology is changing how content is created, formatted, designed, and stored."

to embed channels into publications. These changes are touching virtually every participant in the publishing industry, including authors, publishers, service providers, printers, manufacturers, wholesalers, retailers, e-tailers, and consumers. The important thing to remember is that all consumers are seeking a more interactive experience, whether it's in print or online. Industry players must find a way to meet these expectations if they hope to be successful in today's evolving market."

LEARN MORE. VISIT POWERFULPRODUCTIONPRINT.COM



Witness one small print provider's transformation to an all-encompassing book printing operation with double the production speeds, a 50% capacity and volume increase, and unprecedented heights in print quality. All attained thanks to an unflagging commitment to next-generation technology and automation.

READ THE CASE STUDY:
[GASCH PRINTING: SMART TECHNOLOGY INVESTMENTS DRIVE GROWTH](#)



Hear from five Canon Solutions America customers who transformed their businesses with the Océ VarioPrint® i300 color sheetfed inkjet press. As they experience unmatched quality, reliability, and productivity, these printers agree: "We want to be on the forefront of technology with Canon Solutions America."

WATCH THE VIDEO:
[OCÉ VARIOPRINT I300 INKJET PRESS CUSTOMER COMPILATION VIDEO](#)



QUESTIONS? CALL US: 1-877-623-4969 EMAIL US: US.OCEINFO@CSA.CANON.COM



How can publishers compete in this ever-changing industry?

“Business as usual simply isn’t good enough anymore,” Pellow cautions. “You must also resist the urge to compete for the moment. The future is all about delivering an incredibly engaging and interactive experience that the reader will remember.”

Whether you’re a publisher of trade books, educational materials or other content, this webinar will provide valuable insights on key technology trends. Following Pellow’s lead, two industry trailblazers—Dominique Raccah, Publisher and CEO at Sourcebooks, and George Balolong, Marketing Manager at Amerchip—share how they are using technology to forever change the book publishing market.

Leaving a promising career at advertising giant Leo Burnett, Dominique Raccah cashed in her retirement savings in 1987 and launched a publishing house from her upstairs bedroom in Naperville, IL. Since then, Raccah’s vision has grown into one of the most innovative book companies in the world. From the beginning of its existence, the company focused on technological innovations. The firm began combining books with audio before becoming an early adopter of e-books and mobile apps, and more recently expanding into web-based interactivity. Raccah elaborates, “We started having breakthroughs in innovation when we began focusing

on our readers and the overall customer experience. We start with the customer experience and then work toward technology rather than the other way around.” Raccah also highlights the benefits of “the lean startup model” and discusses how these strategies have enabled her company to grow. She also shares specific examples of innovation through projects like *Put Me in the Story*, which is now the #1 personalized children’s book site in the United States.

“Start with the customer experience and then work toward technology rather than the other way around.”

Following Raccah’s insights on how to drive growth and innovation by keeping up with customers’ expectations, George Balolong describes how Amerchip is bridging the gap between the physical and digital worlds in the book market. During the webinar, Balolong provides an overview of Amerchip and its capabilities, and also explains why publishers need to “multisensorize.” Leveraging audio, LEDs, dimensional paper engineering, materials, webkeys, and Video in Print™ and Mobile in Print™ technologies, Amerchip has set out to help today’s publishers create buzz, engage readers, enhance

DELIVERING WHAT READERS REALLY WANT: INNOVATIONS IN BOOKS TODAY (CONTINUED)

"There is so much that can be done with a simple printed piece of paper."

recall, create memorable experiences, communicate with readers, and generate increased ROI. Balolong shares some specific examples of these multisensory customer experiences and provides tips for others that are interested in creating similar experiences. He states, "Much advancement has been made with technology and paper engineering in today's market. There is so much that can be done with a simple printed piece of paper, and sometimes the only limit is your creative imagination!"

This webinar provides a compelling message about the multitude of technologies in today's market and

explores how book publishers can leverage them for greater success. Innovation is at the heart of today's book printing market, and keeping the customer experience at the forefront of your innovation strategy can be a key to success. Book printers and book readers alike will surely take interest in this exciting webinar replay.

[VISIT POWERFULPRODUCTIONPRINT.COM](https://www.powerfulproductionprint.com)

Modern readers expect interactive experiences from the media they choose to consume. By integrating video, LED, and mobile technologies and embracing innovative, new strategies such as customization and augmented reality, book publishers can create fresh and engaging experiences for their readers.



WATCH THE WEBINAR:
[BOOK PUBLISHERS: IT'S ABOUT INNOVATION](#)



Welcome to **thINK** Forum



Be Part of the Community

More than an inkjet user group, **thINK** is a collaborative and connected group of digital production print professionals who are at the forefront of inkjet technology. They come together to discuss the rapidly growing inkjet curve, discover new ways to capitalize on new inkjet applications, and share their experiences as pioneers in this new age of digital print.

Find all of your favorite resources and be part of the Customer Community at **thINK** Forum. Look for these essential market and business development tools at thinkforum.com:

- Marketing templates
- Webinars
- Training tools
- Industry guides
- **thINK** blog
- And much more!

[Click here](#) to learn more about the **thINK** Forum now and check out all of the resources, information, and events this engaging community has to offer! Follow **thINK** Forum on Twitter [@thINK_Forum](https://twitter.com/thINK_Forum).

ABOUT CANON SOLUTIONS AMERICA, INC.

Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. With the technology offerings of the Canon and Océ brands, Canon Solutions America helps companies of all sizes improve sustainability, increase efficiency, and control costs through high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America is headquartered in Melville, N.Y. and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit csa.canon.com.

PRODUCTION PRINT RESOURCE CENTER

Canon Solutions America helps you stay on the leading edge of our quickly changing industry with free access to our robust Production Print Resource Center including:

- Customer videos
- Webinars
- Case studies
- Press demos
- White papers
- Articles

VISIT PPS.CSA.CANON.COM

thINK FORUM

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts. Visit the **thINK** Forum for resources like:

- Marketing templates
- Webinars
- Training tools
- Industry guides
- **thINK** blog
- And much more!

LEARN MORE AT THINKFORUM.COM



QUESTIONS?
1-877-623-4969
us.oceinfo@csa.canon.com

