

Can Bruce really mean 2004?

This is a text draft of a follow up article to 'Network Publishing is what we make of it' which was printed in Professional Printer March / April 2001. This came out of a meeting with Michael Lynch on the Institute of Printing stand during Digital Solutions 2001 part one in January.

Sometime during 2002 it would be useful to do a follow up looking at how Adobe now present Network Publishing, how other companies relate to the ideas, and how the ideas are accepted or not in the UK, particularly within the printing industry. Any feedback on this version would be welcome.

Adobe seem to be getting closer to the software required to meet the claims. Also the presentations to financial analysts are clearly dealing with actual numbers over the next twelve quarters. Bruce Chizen seems to have undertaken a six monthly schedule for detailed revisions on market and turnover predictions. He gets a lot of help but is expected to come up with an answer on the numbers.

In the UK 'Network Publishing' is still seen as 'science fiction' to the extent it is discussed at all. Maybe bandwidth is so limited that the UK will be a couple of years late but the Adobe figures show growth for the percentage of sales outside the US.

My own guess about IPEX is that it will be hard to work out what is really happening. The assumption appears to be that IPEX will be a chance to promote print companies as a base for digital services. This may or may not work out later. It could be that computer companies or IT departments work out how to handle digital assets and supply print companies with the requirements for print. Meanwhile the hardware will be impressive and take attention away from the software companies that are not there.

By the autumn things could be clearer and there now seem to be two shows for the UK. Digital Solutions will include aspects of publishing as well as digital cameras. Print4Marketing extends PrintUK towards a marketing audience with support from Marketing the magazine. During the year it will become clearer how far marketing people regard hard copy. If 'Network Publishing' or something like it is accepted then a printer is just one output device for the same set of digital assets with a unified design.

In autumn 2001 the Institute of Printing had a stand at PrintUK but not at Digital Solutions. It is far from clear how far the workflow aspects of Digital Solutions have connected with litho printing. Heidelberg did turn up and the Newspaper Society gave an update presentation on Adfast.

The Institute of Printing is now known in full as the Institute of Printing and Graphical Communication. It is not really obvious what the scope of 'graphical communication' could include. Maybe digital cameras and inkjet printing. Versions of this text will try to make some connections.

The boxes in the original article showed the following sequence-

Connectionpoint1 Designers lost interest in hard copy
(Future Publishing were early on PDF but Creative Arts Live later moved on)

Connectionpoint2 Litho industry supports PDF
(Now official with Printweek and ETHeron Nov 2001)

Connectionpoint3 Print training scope includes web and PDF
(needs development. see draft for 'Watford 4 is part of Network
Publishing')

Connectionpoint4 Network Publishing includes PDF :
support from print industry and designers
(by the way, Acrobat is still not part of the Web Collection.
Adobe sometimes seem to promote aspects of the web where Macromedia
will actually be the standard)

These could connect with actual events during 2002.

During the year there will be two Seybold Seminars and two probably
two webcasts of Adobe meetings with financial analysts who get a
chance to ask questions. If the UK is running a couple of years late
then the good news is that PDFs of Seybold content are archived for
download and probably still relevant.

Meanwhile there will be a Seybold stand at IPEX and previously they
have offered a free showguide edition of their report which is
probably the best place to start.

Prediction: Bruce will probably say 'Run the video please'.

Contact Will Pollard itc@geo2.poptel.org.uk

Adobe www.adobe.com
Seybold www.seyboldseminars.com

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