

## Litho Print is part of Network Publishing

Part of the Watford site is now to look at the UK printing industry as part of Network Publishing, the general concept developed by Adobe. See the Comment series at [Acrobat Services co.uk](http://Acrobat.Services.co.uk) to see how the concept has developed for example from the Printweek consideration of whether 'print' needs rebranding.

This site will attempt to hang on to the idea that print is becoming part of something else and that 'network publishing' is one way to describe it. Maybe some other words will come along but it seems a reasonable approach at least through the time leading up to IPEX in April 2002.

As 'network publishing' takes shape the benefit for print of being seen as part of it will be that print is still considered as one option for publishing from a digital source.

Problems in establishing this idea include the Adobe emphasis on the web and especially on high bandwidth aspects such as 3D animation. This may make sense in California but for most of the UK, bandwidth is very limited and Adobe announcements seem scarcely relevant and often cause confusion when considered. For example Gee Ranasinha has written a couple of times in *Image Reports* trying to make some sense of where Adobe is at.

See 'A Sleight of Hand' April 2001 and 'A is for Acrobat' July 2001

'I just wish the company (Adobe) would stop pretending that print (in its current form) is dead...'

'Print Publishing is now Cross-Media Publishing from 2001: Web Publishing includes Photosgop, GoLive and LiveMotion ; Epaper Solutions is basically Acrobat...these categories are all smoke and mirrors as far as I'm concerned because each contains products that are essential to print publishing.'

'Adobe is a little over the top when it comes to hyping ebooks and pushing its "NetworkPublishing" vision...'

'With all this "The Best Way To Share Documents Online" stuff and focus on all things corporate, mobile, and ebook, you might be forgiven in thinking that they've abandoned the imaging professional.'

The Postscript licence fees from imagesetter sales are a fairly small proportion of litho turnover. It is possible for Adobe that ePaper will become a more significant product area. This will not mean that litho collapses soon. There are some aspects of this however that need time to come to terms with.

Adobe seem to be committed to half yearly briefings for financial analysts on how they expect to meet their projections for Network Publishing till 2004. People who find the concept slightly unreal will be surprised at the detailed projections which are put forward seriously and broadcast on the web. The PDF presentations are available within a few days. It will be interesting to see if the basic approach remains the same. There could be events in autumn 2001 and spring 2002.

Also Bruce Chizen is booked for a keynote at Seybold San Francisco this September where Network Publishing is again the topic.

*Image Reports* has a base in hard copy even though the emphasis is on digital technology. It will be interesting to see how the developing idea of network publishing is commented on. Other UK media could pick up on this also though so far their has been little coverage.

The *Image Reports* cover story for July is a preview of Print UK. Gary Swinford is quoted- "Virtually every piece of printed material starts its digital life on a designer's desktop...Document creators will be able to see how their designs are managed and interpreted through the workflow into printed material." Some of this will relate to what Adobe call the first wave of disruptive technology, desktop publishing in the mid 1980s.

An ad describes IPEX 2002 as a 'window on the future of every form of print, publishing and media technology'. For the United States Adobe see the second wave of disruptive technology as starting with the web in the mid '90s. The wave of network publishing is associated with high bandwidth for streaming media and ecommerce.

This will arrive in the UK at some point in the future, possibly not by next April except in the imagination.

*Image Reports* has yet to include reports on [Digital Solutions 2001 part Two](#). Based in digital technology for printing, workflow issues have extended to all forms of print. The scope has extended to a linked show on digital cameras so other connections might be possible. Even litho could be in there somewhere.

Digital Solutions will include a discussion on Network Publishing hosted by the Acrobat User Forum. 28th November 2pm. Details will develop at the [AUF](#) site.

August 2001 [Will Pollard](#)