



ARE YOU KEEPING UP WITH THE CHANGING BOOK MARKET?

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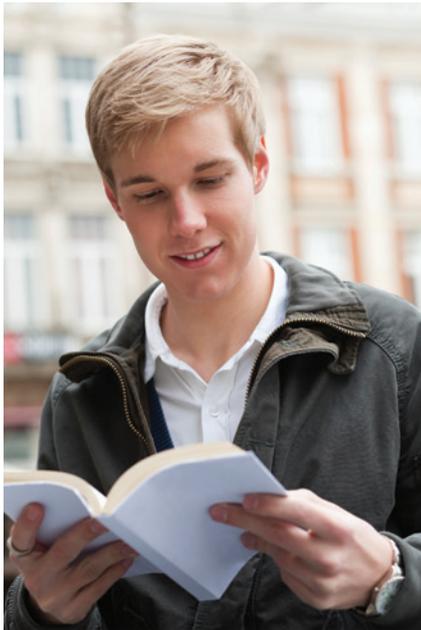
TOGETHER WE CAN DO ANYTHING.

DIGITAL PRINTING INSIDER | NOVEMBER 2013 | FOR BOOK PRINTERS AND PUBLISHERS

TAKE HOLD OF THE CHANGING BOOK MARKET

Like many other segments within the printing industry, the book printing and publishing markets are changing rapidly with emerging digital print technologies. While conventionally produced books may be declining in volume, there remains opportunity for growth as digitally printed book volumes are expected to grow over the coming years. This is good news for manufacturers of short-run books. More and more book printers are seeking ways to quickly and profitably produce shorter runs of books. This can be done through print-on-demand, which allows book printers to produce runs of 1 to 1,000, thereby reducing inventory costs and allowing printers to print to meet specific orders.

Many digital book printers today are printing average run lengths in the single digits. These small quantities can be a workflow challenge. Luckily, Canon Solutions America offers a turnkey solution comprised of Canon hardware and software together with partner finishing products to seamlessly institute a Book of One workflow. This solution takes into consideration book size, page count, spine width, and other factors to batch them intelligently into an imposition set that streamlines the production process from printing through finishing. It is a complete book imposition, print, cut/stack, perfect bind and trimming solution. It easily integrates with front- and back-end portions of the book manufacturing business. Central to Canon's Book of One is the on-demand publishing tool that is part of Océ PRISMAproduction® workflow software. The solution encompasses end-to-end automation required for a successful future in book manufacturing.



A number of new digital printing technology advances for the book printing market make these shorter run lengths possible – the most notable advance being a rise in high-end production inkjet presses. High-speed inkjet presses offer the benefit of virtually no make-ready, very

LEARN MORE. VISIT:

PowerfulProductionPrint.com

Download the White Paper:

Take a closer look at the book printing market and opportunity by segment, provided by market experts at WhatTheyThink. *Book Dynamics: Understanding a Changing Market.*



View the Webinar:

From extremely costly and difficult to publish to digital print and streamlined manufacturing, short-run books are now a profit center. Watch the webinar *Profitably Printing Books of One* to see how it's done right.

QUESTIONS?

Call Us:
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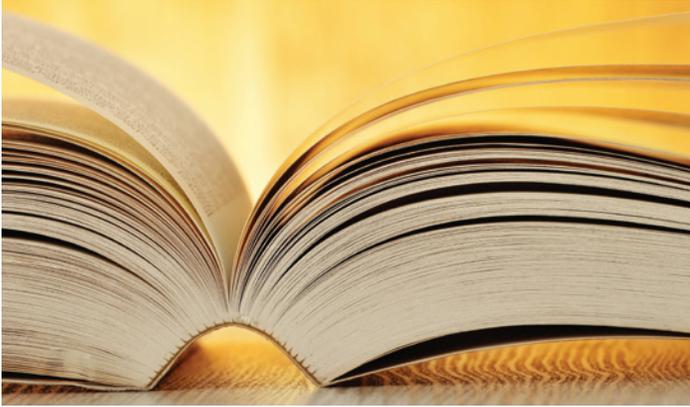
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high throughput, 24/7 durability, and the ability to print both monochrome and color. This technology is revolutionizing the book printing market as printers leverage Book of One capabilities and shift to print-on-demand platforms.

The common theme here seems to be that both book printers and publishers can benefit from digital printing platforms. Book printers benefit from the ability to streamline book production, print within a wide range of run lengths, reduce excess inventory, and improve print quality with high-speed inkjet solutions. Publishers also benefit from a more efficient supply chain and the virtual elimination of backlists. There is no doubt that the book market is changing. Those who invest in technology advances and embrace a digital future will be the ones who thrive in the changing market conditions.

For more information, download the white paper, *Book Dynamics: Understanding a Changing Market*. This white paper examines the current state of the book market and looks at changing market dynamics and emerging market trends. It highlights opportunities for growth and new revenue streams presented by a digital print manufacturing platform. Finally, this white paper provides tools and techniques that will allow book manufacturers to profitably address the higher volume of shorter runs that will continue to be the hallmark of book printing for the foreseeable future.

Visit PowerfulProductionPrint.com

Download the white paper,
*Book Dynamics: Understanding
a Changing Market.*



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PROFITABLY PRINTING BOOKS OF ONE

Not too long ago, it was extremely costly and difficult to publish and produce short-run books. It was necessary to print numerous copies to reduce the cost per item. Many times, publishers and/or authors would end up with hundreds or even thousands of books that never sold. Digital print and streamlined manufacturing software solutions have revolutionized this process. Now publishers can actually print a book-of-one affordably.

 Watch the *Profitably Printing Books of One* webinar today at PowerfulProductionPrint.com.

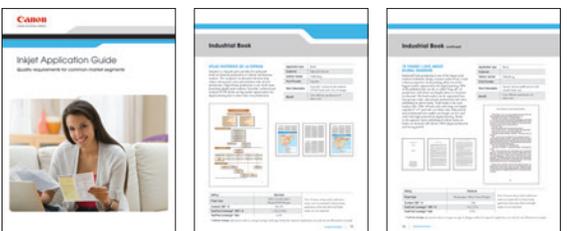


INKJET APPLICATION GUIDE

With so many high-speed inkjet options on the market, you want to be sure that you are investing in a machine that is well-positioned for your company's applications. We created this *Inkjet Application Guide* to help you with just that. This guide showcases our depth in inkjet technology across a wide variety of applications. Whether you are printing trade, educational, professional, or photo books, we have the application for you. For each segment and application, this guide provides information about:

- Segment and description of application
- Added value through digital print
- Screenshot of the application
- Paper and printer settings used
- TrueProof coverage information

 Download the full *Inkjet Application Guide* today at PowerfulProductionPrint.com.



TAKE HOLD OF THE CHANGING BOOK MARKET (CONTINUED)

BOOK PUBLISHING – WHY INKJET, WHY NOW?

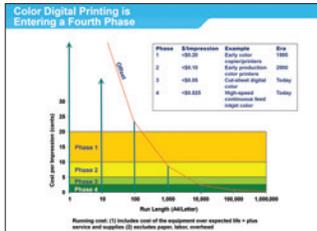
Technology has changed how content is created, formatted, designed, stored, printed, digitized, distributed, and sold. As a result, new content products are being created, new channels are emerging, and revenues are shifting among formats. These changes have touched virtually all participants in the publishing industry – authors, publishers, publishing service providers, printers, manufacturers, wholesalers, retailers, and consumers.

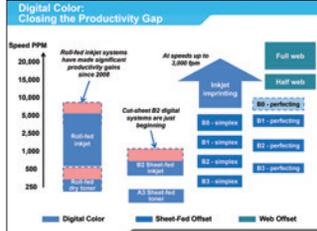
Digital print and workflow technologies are one of these changes which benefits publishers by reducing risk, reducing inventories, and lowering capital expenditures. These cost savings are allowing publishers to reinvest in new business models, formats, and distribution channels. The cumulative effect of this results in an expanded number of titles and purchase channels available to consumers. Book applications are projected to be the fastest growing digital printing application by 2016. How can you make the most of this forecast?



Download the PDF presentation
Book Publishing – Why Inkjet, Why Now?
at PowerfulProductionPrint.com.









WE KNOW PRODUCTION PRINT.

Canon Solutions America helps you stay on the leading edge of our quickly-changing industry with valuable resources. Easy to access, easy to use, and FREE!

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- Press demos
- Webinars
- White papers

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Tap into even more robust business development resources by logging into your PressGo! account to access:

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- Training invitations
- Free marketing templates
- Peer engagement opportunities

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The Océ brand has a reputation for high-speed production print solutions that are built to last. From cutsheet to continuous feed, monochrome to full-color, and toner to inkjet, these scalable printing and workflow solutions are customized for your business and backed by award-winning service. As part of Canon Solutions America, we have the brightest R&D minds advancing tomorrow's innovations to help you grow your business, control costs and practice environmental stewardship. Whether it's improving productivity or opening new markets and applications, together, with our customers, we can do anything.

Visit CSA.Canon.com/ProductionPrint or call us at 1-877-623-4969.

Canon

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Questions?

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WANT TO PARTNER FOR SUCCESS?



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TOGETHER WE CAN DO ANYTHING.

The Océ product line has always had a reputation for high-speed, reliable production print solutions. Now, as Canon Solutions America, we have the best and brightest minds in the industry working to bring about tomorrow's innovations. Whether it's improving productivity or breaking into new markets, together, with our customers, we can do anything.

See how you can reap the benefits. Visit OceProductionPrinting.com/GA to learn more!



Read the Article: *Canon Solutions America: Professional Services that Work*

Award-Winning Service

Learn how our 2-hour response time and 24/7 support provide rock-solid, mission-critical service levels to meet your customers' business needs.



View the Webinar: *Integrating High-Speed Color Inkjet into Marketing Campaigns*

High-Speed Inkjet

Turn inkjet technology into your next competitive advantage. Deliver more meaningful and affordable marketing campaigns for your customers.



View the Video: *Words from Our Customers*

Happy Customers

Hear why Canon Solutions America Production Print customers believe we are Stronger Together.

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