



# Inkjet Update & Augmented Reality

## November 16, 2017

**Speaker**  
Jim Kohler

**Location**  
Four Seasons

**Social Hour**  
6:00 pm

**Dinner**  
6:30 pm

**Cost**  
\$25 - members  
\$35 - guests  
\$15 - students

**RSVP**  
November 14 at  
[slc.org/reservations](http://slc.org/reservations)

One thing is clear today. People in the world are mobile but brands are standing still! While print is still relevant it needs to be more “mobile” and inventive to keep up with the mobile world. In the new media world, traditional print suffers from some important laminations with respect to new media. So how to move print to the 21st Century? – Augmented reality! Augmented reality (AR) in print can broach that for your “standing still” clients. While AR has been around for several years it is not being sold or used effectively.

For example, mobile technologies drive consumer demand, while demand for transactional and static print continue to decline. Marketers and service providers are seeking new ways to deliver relevant transactional data to the target customer. By adopting a small screen first strategy, there is a tremendous opportunity for brands, service bureaus, and print producers to play a key role in this new communication reality.

Augmented reality offers a way to move from traditional, static print to an interactive experience improving engagement and extending the life of printed pieces beyond initial contact. Remember, our younger population lives on interactive experiences! AR is a live, direct or indirect view of a physical real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data. Augmented reality for print is a new and exciting way to pull that printed static page out and provide way more content to the reader. It’s another way to sell print for clients!



Jim receiving his degree in Printing Production & Technology from RIT’s School of Printing Management and Sciences and years later a degree in Chemistry (also from RIT). Jim worked for more than 18 years for a major US printer, Standard Register. After leaving the printing industry, Jim spent 5 years at the James River Paper Company, then moved to International Paper where he has worked for over 20 years as their Graphic Arts and Printing Scientist.