Future Summit

Fogra CM Symposium
15th Anniversary of ICC
Munich, 21th-22nd February 2008

Presented by

José La Rosa Ducato
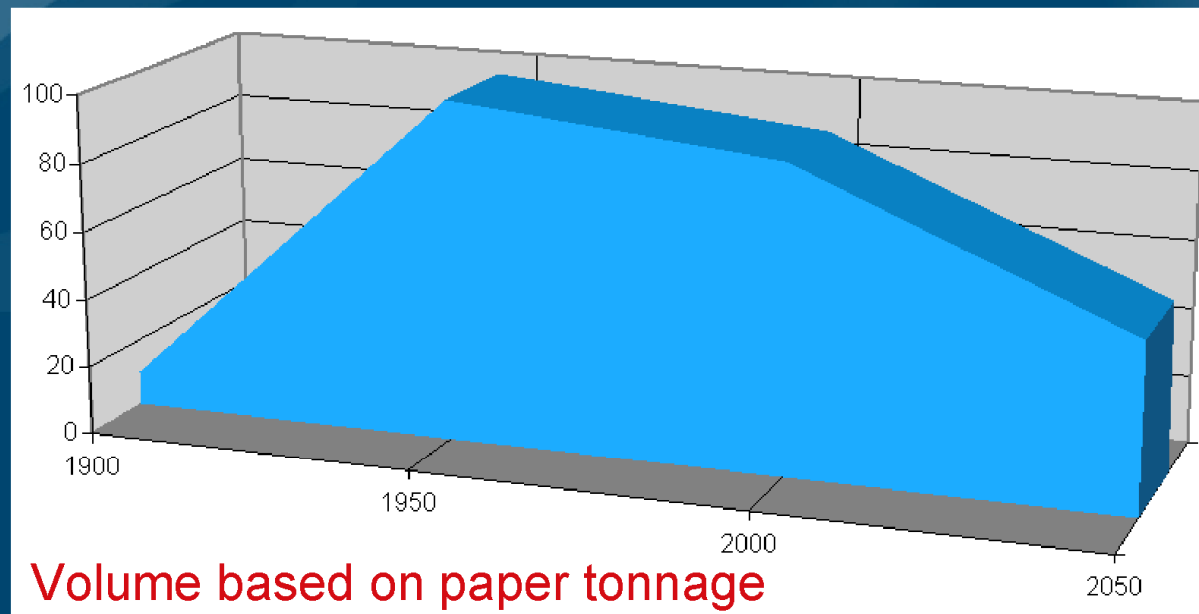**Exec. Dir. Software development**

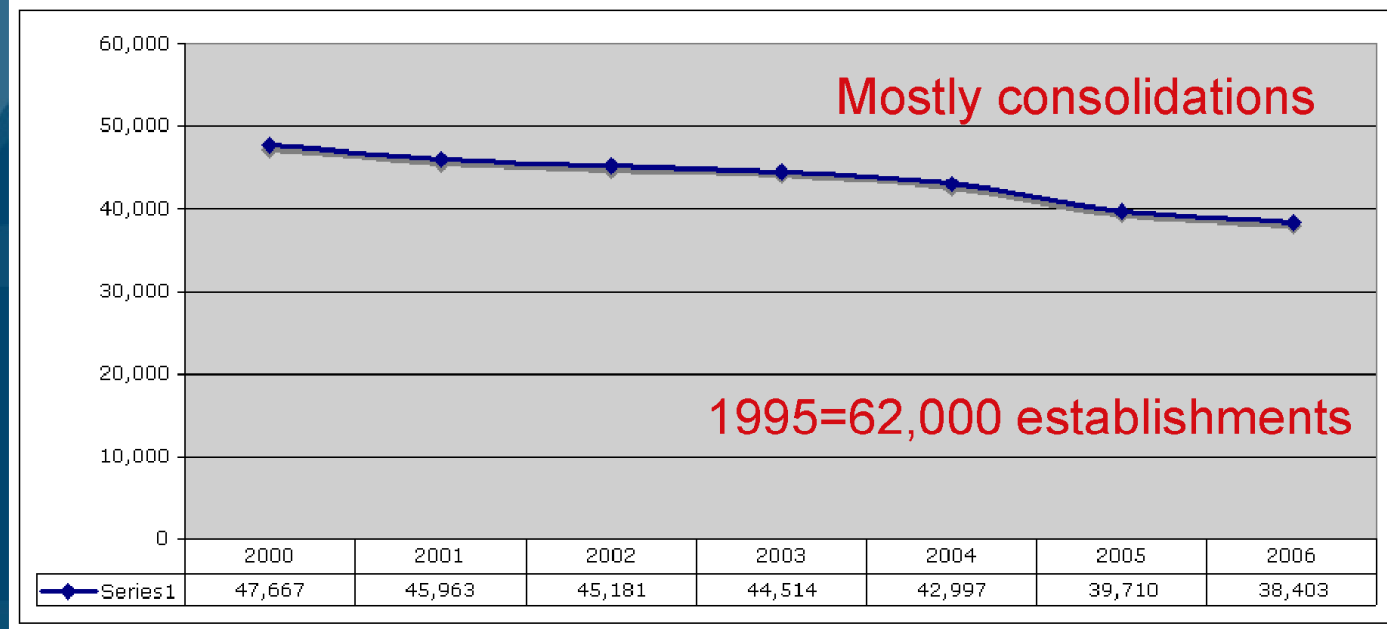**Océ Printing Systems GmbH**

AFP Consortium

Agenda

- ## Where are we ?
  - Printing today
  - The coming challenges

- ## What is AFP ?
  - The AFP approach
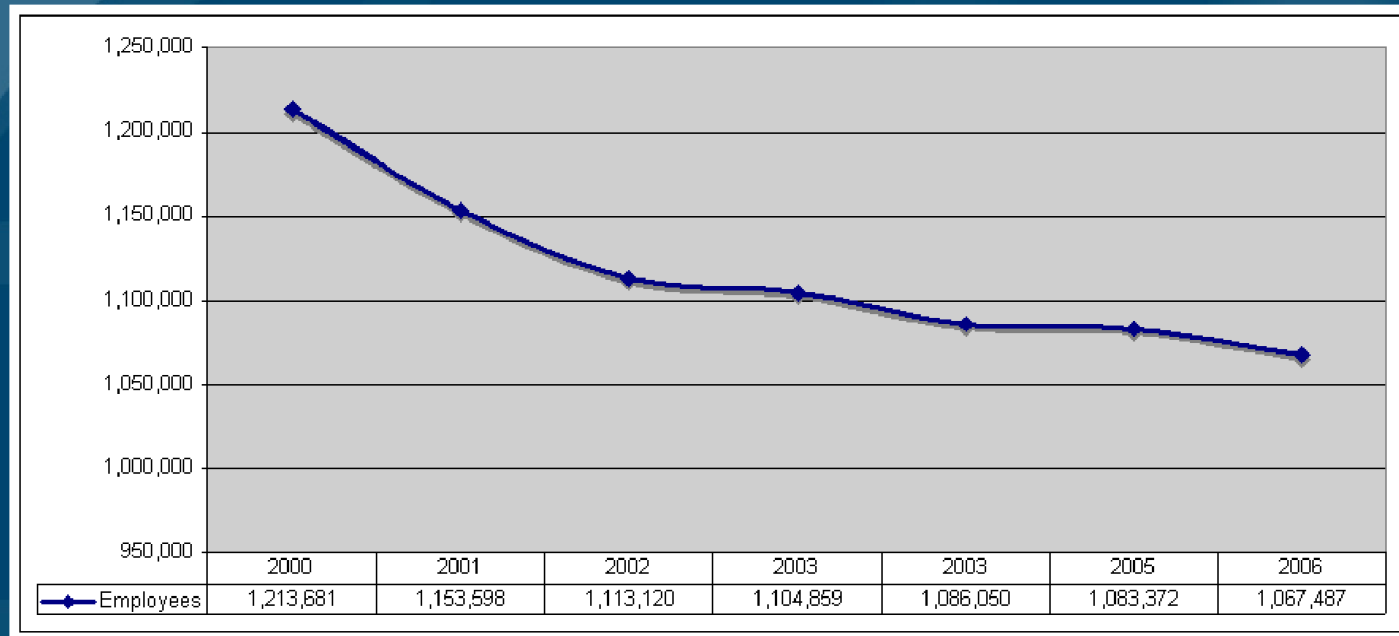 - The AFP Consortium

- ## What's to Come ?
  - "Back to the Future"

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Print volume

Volume based on paper tonnage

Source: "The Future of Printing", Frank Romano, Adobe eSeminar 2006

Decline in print establishments

Mostly consolidations

1995=62,000 establishments

	2000	2001	2002	2003	2004	2005	2006
Series1	47,667	45,963	45,181	44,514	42,997	39,710	38,403

y-axis: 0, 10,000, 20,000, 30,000, 40,000, 50,000, 60,000

Source: "The Future of Printing", Frank Romano, Adobe eSeminar 2006

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Decline in employees

	2000	2001	2002	2003	2003	2005	2006
Employees	1,213,681	1,153,598	1,113,120	1,104,859	1,086,050	1,083,372	1,067,487

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Source: "The Future of Printing", Frank Romano, Adobe eSeminar 2006

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But . . . An increase in revenue

Mostly from digital print and ancillary services

	2000	2001	2002	2003	2004	2005	2006
Series1	$163,244.09	$159,372.90	$155,504.76	$156,729.21	$161,050.00	$165,476.4	$166,310.6

$168,000.00
$166,000.00
$164,000.00
$162,000.00
$160,000.00
$158,000.00
$156,000.00
$154,000.00
$152,000.00
$150,000.00
$148,000.00

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Source: "The Future of Printing", Frank Romano, Adobe eSeminar 2006

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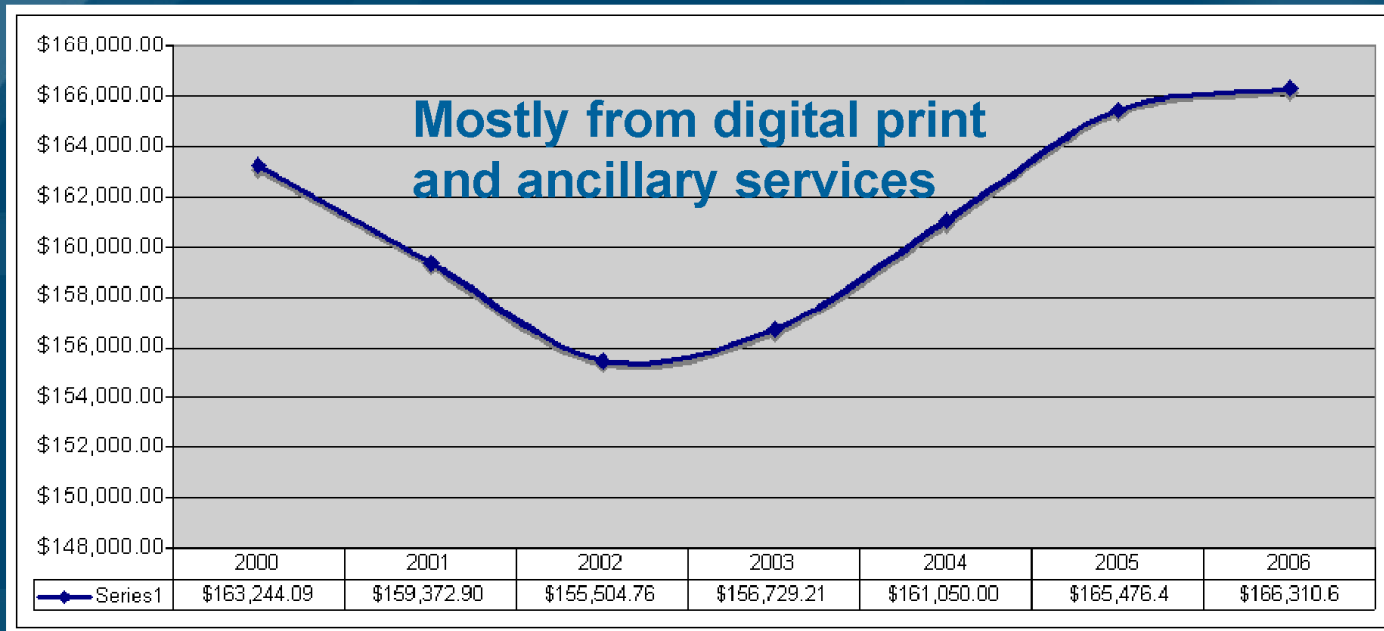
Digital print is the growth engine
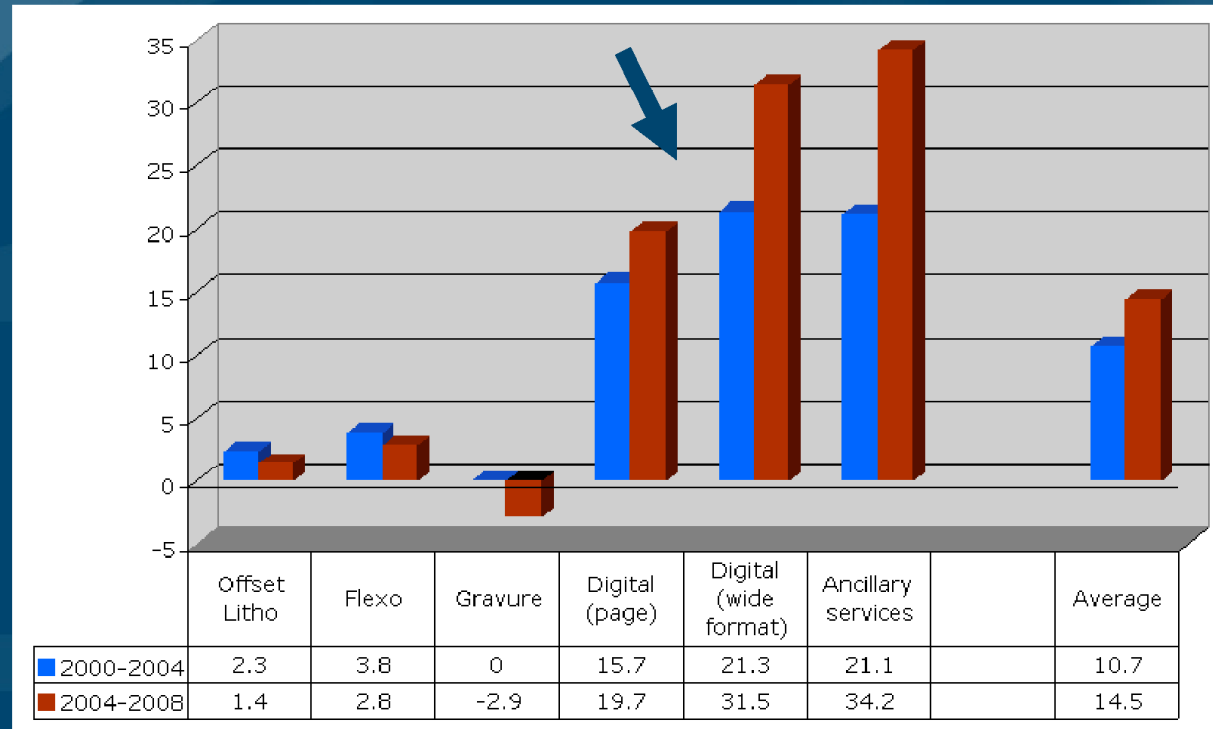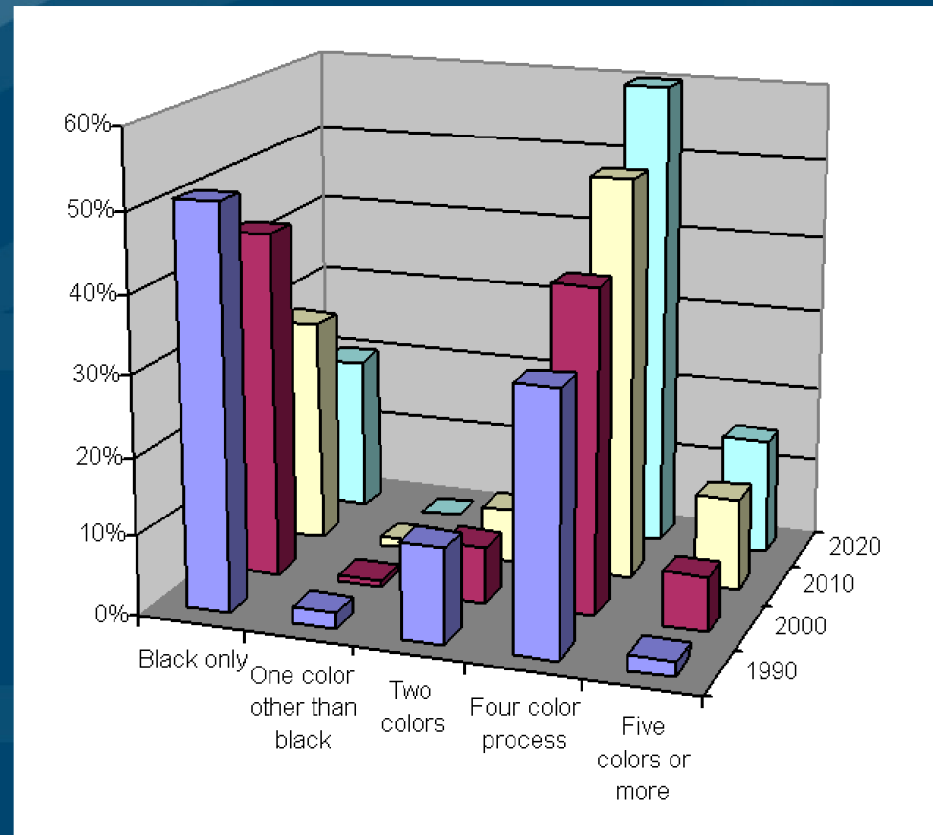
	Offset Litho	Flexo	Gravure	Digital (page)	Digital (wide format)	Ancillary services		Average
2000-2004	2.3	3.8	0	15.7	21.3	21.1		10.7
2004-2008	1.4	2.8	-2.9	19.7	31.5	34.2		14.5

Source: "The Future of Printing", Frank Romano, Adobe eSeminar 2006

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Source: "The Future of Printing", Frank Romano, Adobe eSeminar 2006

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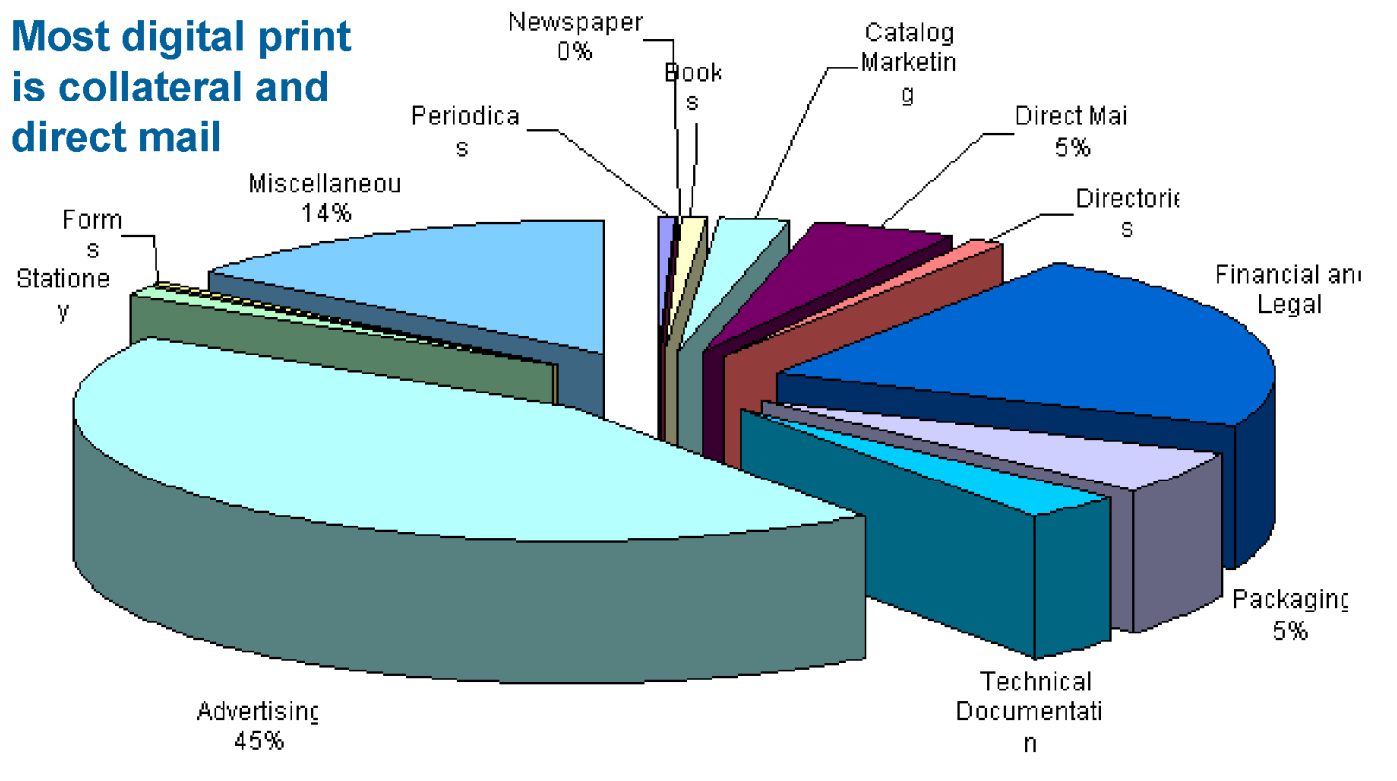
The coming challenges

- Extreme short run lengths, …
  - Book on Demand
  - Personalized / 1:1 products
  - Legal / Financial / Transactional reports   ->   TransPromo

- … including personal, sensitive data, …
  - Confidentiality, integrity, liability   ->   Tracking

- … require high speed rips, …
  - Rip once, print ~~many~~ once   ->   Workflows

- … and automated workflows for very high data volumes
  - ~~Print job = 10.000 copies of a 10 standard-pages brochure (10 pages of data, 10 Mb)~~
  - Print job = 10.000 copies of a 10 personalized-pages brochure (100.000 pages of data, 100 Gb)

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The AFP approach

- Advanced Function Presentation, …
  - Wide industry support in Finance, Legal, Transactional products
  - Billions of pages generated annually
  - Mature, robust standard with proven 22+ years experience

- … specialized in 1:1 personalized data, …
  - For extreme short runs   ->   Performance
  - Used to print checks and financial documents   ->   Confidentiality
  - Complete document accounting / tracking   ->   Integrity

- … for high speed production printing, …
  - Extensive support of reusable resources ->   RIP once
  - Page / Object structure allows streaming ->   Print while RIP

- … in b/w, spot and full process color workflows
  - Reusable color attributes / objects   ->   ICC profiles

The AFP approach

- Open Architecture, …
  - Created by IBM in 1984, opened to the industry in 2006
  - Wide, still increasing industry support (see AFP Consortium)

- … supports media and finishing intents, …
  - Media and finishing requirements specified directly in the data stream
  - Provides maximum flexibility for large, very high volume, variable jobs

- … with low device dependency, …
  - IPDS (Intelligent Printer Data Stream) as device independent protocol
  - Unrestricted backwards compatibility to insure investment protection

- … for late binding workflows
  - Keep your job device independent   ->   max. flexibility
  - AFP may carry TIFF, GIF, EPS, PDF objects   ->   Compatibility

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The AFP Consortium

- **Started in 2004 as AFP Color Consortium, …**
  - Goal: develop comprehensive color management for AFP architecture
  - Initial membership: 16 hardware and software manufacturers
  - First release of AFP Color Management Architecture (ACMA) in 2006
  - Published and available on the Consortium's web site:
    www.afpcolor.org

- **… extended in 2006, …**
  - To include all AFP Object Content based architectures:
    MO:DCA (documents),   AFP Line Data,   GOCA (vector graphics),
    BCOCA (barcodes),   FOCA (fonts),   IOCA (raster images),
    PTOCA (text),   IPDS
  - Initial AFPC membership (2006): 31 hardware and software manufacturers

- **… in order to**
  - Develop AFP into a best-of-breed presentation architecture
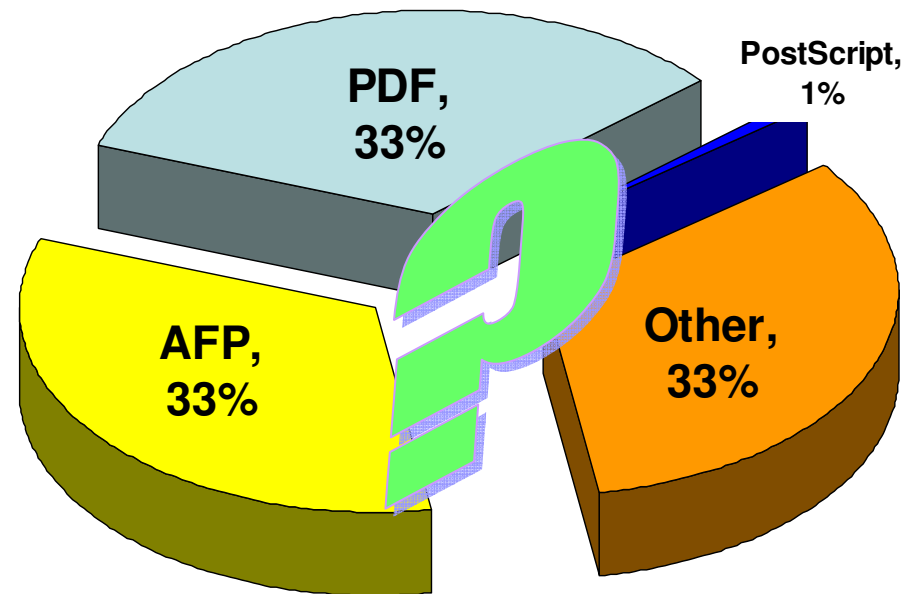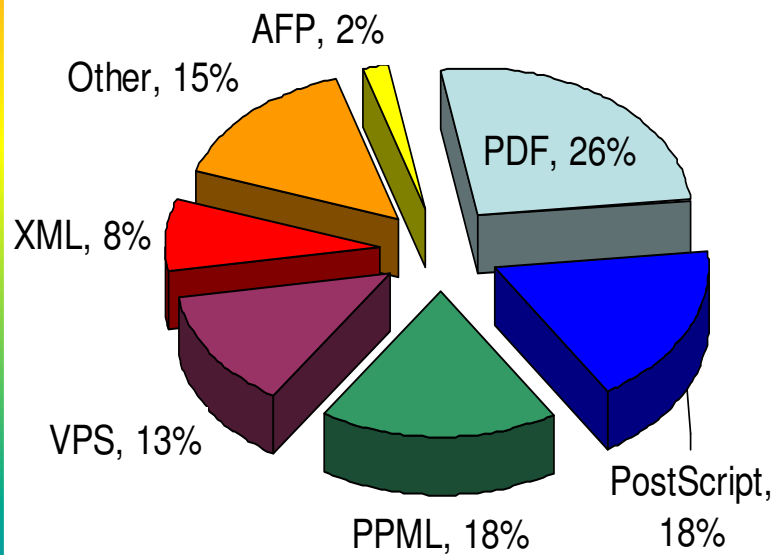
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Current AFP Consortium Membership

- **Printers & Controllers**

  - InfoPrint Solutions/Ricoh
  - Kodak
  - Lexmark
  - Oce
  - Punch Graphix
  - Xerox

- **Servers & Transforms**

  - CDP Communications
  - Compart Systemhaus
  - Crawford Technologies
  - Emtex
  - IBM
  - Intermate
  - LRS
  - MPI
  - Solimar Systems
  - Xenos Group Inc.

- **Document Composition & Resource Creation:**

  - Cincom
  - COPI
  - CRE-DO
  - DocPath
  - Document Sciences
  - Elixir Technologies
  - Exstream Software
  - GMC Software Technology
  - Pitney Bowes Group 1
  - Invaris
  - Inventive Designers
  - Isis-Papyrus
  - Metavante
  - PrintSoft
  - RenderX
  - Skywire Software
  - StreamServe

What's to come (polarizing statement)

- "Back to the Future"
  - AFP as standard for Full Color, Very High Volume, Variable Data, Production Printing

**Output languages used for CVDP
in Commercial Print in 2006
(Source: INTERQUEST)**

AFP, 2%
Other, 15%
PDF, 26%
XML, 8%
VPS, 13%
PPML, 18%
PostScript, 18%

PDF, 33%
PostScript, 1%
AFP, 33%
Other, 33%
2012

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The AFP Consortium

www.afpcolor.org