



Digital OUTLOOK 2019

Experience Tomorrow's Printing Today

Conference on Digital Printing




*27th August 2019
New Delhi, India*

Organised by



A Sumi Publications Initiative



... set the ball rolling & hear the experts deliberate on the World of Digital Printing and its future...

With the advent of technological advancements in this age of the virtual World, the printing Industry World over is undergoing many transformations. India is counted among the top seven publishing nations and has become one of the major print producers and manufacturers of printed paper products for the world market. In a rapidly changing industry, traditional printers must view the dynamics surrounding the Offset to Digital transition and new media as opportunities for the much needed growth.

Digital printing is an integral part of all print products whether it is at pre-press stage or as the end product itself. The ease with which one can achieve personalisation in printed matter has given a tremendous boost to this industry.

The event, being organised by DIGAF, will address a spectrum of topics on Digital Printing and will feature top industry experts discussing the latest industry trends.

Participating in various sessions will be experts in digital print technology from home and abroad. Topics will range from Worldwide Trends and Emerging Business Models, Strategies, Technology, Marketing and Panel Discussions.

Who Should Attend ?

The conference with the theme **“Experience Tomorrow’s Printing Today”** is aimed at all printers, pre-press houses, publishers, advertising agencies and all brand owners. Representatives of government departments will also find the conference extremely useful for getting acquainted with new technologies. We expect delegates to register not only from India but our fraternity from neighboring countries as well.





Proposed Session Topics

Trends:

- 25 Years of digital printing and the Future through 2021
- Successful strategies for business growth
- Vendors Adapt to Printers' Priorities
- Is Inkjet a Threat to Toner Technology
- Surviving the Changing Technology
- Integrating Offset & Digital
- Photobook Explosion

Industrial Printing:

- Digital Print for Packaging and Labels
- Corrugated Packaging & Digital Printing
- Digital Trends in Luxury Packaging
- Digital Revolution in Label Printing
- Labels are Silent Digital Salesmen
- Growth in Digital Printing for textiles

Marketing:

- How Brands are Optimising Digital Print to Engage More Effectively
- Demand for Personalisation

Media:

- Enhancing value with specialty papers

Publishing:

- Book Publishing: A Vibrant and Growing Market for Digital Printing
- Digital Printing: Profitable opportunities for publishers

Panel Discussion:

- Success stories: PSPs/Brand Owners/Ad Agencies: What changed my business
- How Digital Printing is Enabling Differentiated Packaging Innovations for Brands


Print Finishing:

- Making Print Come Alive
- Creating dimensions in digital printing

Technology

- Choosing the right digital press
- Monitoring print quality on a digital press
- Security & Brand Protection through digital
- PrePress for Digital
- Next Generation Solutions Today

Variable Data Printing

- VDP on Packaging
 - Direct Mail: What Customers Want
 - What Does the Future Hold for Personalised Communications
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Proposed Schedule*

09.00 – 10.00 am	Registration
10.00 – 11.10 am	Keynote Session
11.15 – 1.15 pm	Business Sessions
1.15 – 2.15 pm	Lunch
2.15 – 4.00 pm	Business Sessions
4.00 – 5.00 pm	Business Sessions
5.00 – 5.45 pm	Panel Discussion / Closing remarks
7.00 – 7.30 pm	Presentations
7.30 pm onwards	Networking Dinner

* Schedule subject to change
Attractive Lucky Draws in Sessions

Our Publications



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