Innovation, Strategic Thinking, and Taking Print to a New Level

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Introduction

• Innovation and strategic thinking
• Lesson learned from Steve Jobs and Apple Inc.
• How innovation and strategies can help printing and publishing industry to achieve the same greatness?
Topics

• What it takes to innovate
• How does one strategize
• Taking print to a new level
What It Takes to Innovate

• Innovation is the use of more effective methods to build better products or services that are relished by markets and society.
  – To Steve Jobs, innovation began with his curiosity and interest in electronics.
  – Steve Jobs and Steve Wozniak started the Apple Computer in 1976.
Apple’s Product Line

<table>
<thead>
<tr>
<th>Period</th>
<th>Product</th>
<th>Later models</th>
</tr>
</thead>
<tbody>
<tr>
<td>1976</td>
<td>Apple I</td>
<td></td>
</tr>
<tr>
<td>19977 - 1995</td>
<td>Apple II</td>
<td>II Plus, Ile</td>
</tr>
<tr>
<td>1980 - 1984</td>
<td>Apple III</td>
<td></td>
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<tr>
<td>1984 - current</td>
<td>Macintosh</td>
<td>Macintosh II, PowerBook, PowerMac, G3, G4, G5, iMac, MacPro</td>
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<tr>
<td>1993 - 1998</td>
<td>Newton</td>
<td></td>
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<tr>
<td>2002 - current</td>
<td>iPod</td>
<td>iPod Touch</td>
</tr>
<tr>
<td>2007 - current</td>
<td>iPhone</td>
<td>iPhone 4S</td>
</tr>
<tr>
<td>2010 - current</td>
<td>iPad</td>
<td>iPad2</td>
</tr>
</tbody>
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Apple’s Product Line

• Two important distinctions: innovation and continuous improvement
  – Different product lines, i.e., from Macintosh to iPod, iPhone, and iPad, reflect the innovation aspect of Apple.
  – Different models within the same product line reflect the continuous improvement aspect of Apple.
How Does One Innovate?

• To Steve Jobs, it was his innate tendency to challenge the status quo and to ‘Think Different.’
How Does One Innovate?

• To Apple, innovation is like a fire — although innovation can spread like a fire, it does not happen by itself.
  
  — It requires vision, leadership, serendipitous discoveries, and strategy.
Apple’s Vision and Leadership

• Computer is an enabling tool.
  – “What if you could be your own publisher?”
  – “What if you could have a thousand songs in your pocket?”
  – “What if you could store addresses, songs, photos, and videos in your phone?”

• I want to make products that people love.
Apple’s Strategies

Strategy is a plan of action designed to achieve a particular goal.

1. Focus on its niche

2. Maximize the end-to-end control of product design, manufacturing, and distribution
   - Closed system + Innovative technology + Innovative design = Enlightened user experiences
Apple’s Strategies

3. Maximize the speed and quality of the product design and development

4. Build a lasting company with a sense of urgency
Taking Print to a New Level

<table>
<thead>
<tr>
<th>Period</th>
<th>Product</th>
<th>Inventor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1879</td>
<td>Gravure printing press</td>
<td>Karl Klic</td>
</tr>
<tr>
<td>1960s</td>
<td>Electromechanical engraving</td>
<td>Hell</td>
</tr>
<tr>
<td>1960s</td>
<td>Electro Static Assist (ESA)</td>
<td>Gravure Research Institute</td>
</tr>
<tr>
<td>1970s</td>
<td>Laser engraving</td>
<td>Max Daetwyler</td>
</tr>
<tr>
<td>1980s</td>
<td>Desktop publishing</td>
<td>Apple, Adobe, Aldus</td>
</tr>
<tr>
<td>1990s</td>
<td>Color management</td>
<td>ICC</td>
</tr>
<tr>
<td>2000s</td>
<td>International standards</td>
<td>PDF, printing, proofing, display</td>
</tr>
</tbody>
</table>
Taking Print to a New Level

• Where is the next wave of innovation and continuous improvement?
• How do we take print to a new level?
• Think Print Different
• Example #1 – selling print at higher profit margin via demand forecast of print buyer’s business
Taking Print to a New Level

• Example #2 – adopting the new printing standard, ISO 15339-1, to match product color better.

• The new standard specifies characterization data set as the printing conformance aims regardless the printing process used.

• The result is that printers can take print to a new level by matching product colors across different printing technologies.
Taking Print to a New Level

• Example #3 – seek printing certification to building trust between printer and buyer
• Certification is verification that specified requirements relating to a product or process are fulfilled.
  – Being certified helps printers to differentiate themselves in the market.
  – RIT developed a printing certification program, known as PSA, and is committed to help the printing industry take print to the next level.
Summary

- Steve Jobs and Apple Inc. thrived best at the intersection of artistry and technology.
  - Apple’s innovation and strategies not only is transforming many industries, but also enabled a new lifestyle in today’s society.
Summary

• The printing and publishing industry also thrives at the intersection of graphic art and digital prepress and printing technology.

• Given the diversion of today’s media technologies, we need to unify different media workflows into a coherent whole.

• There is a need in embracing the new media business model without cannibalizing the print business.
Summary

• It is now up to us to take print to a new level.

How do you Think Print Different?
Thank You for Your Attention.

Q/A