BUSINESS INSIGHTS

Imagery Talks

The printing industry is revolutionizing communications – again

By Mark Grace

Johannes Gutenberg's "printing" press redefined and revolutionized communication. By creating word type, he enabled the mass distribution and use of words. Now get this – images and pictures are the new words, the new type.

With words, we print; with images, we "connect." The new "connect" press is redefining the PRINITING AND communications landscape. It is a unique complement and enhancement to your "printing" press equipment. It's your visual editing software, your web connectivity and your visual display access on mobile

scroll through trillions of image types, selecting and inserting them in their visual message.

Next, they hit the "connect" button to send their message. Later, they receive a reply, respond, and so on. Your "printing" press already has the "copy," "scan" and "fax" buttons linking you to the web. You just add the "connect" button to enable visual communication and messaging, and create your "connect" press.

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devices, tablets and PCs. Your new "connect" press is your communications service creating, sending and, of course, printing your customers' visual messages. You can manage all of the visual communication flow for your customers.

This new "connect" press stamps out visual messages of sequenced images, immediately cascading them across the web electronically to millions of users. On the "connect" press, users

Promotion - Special Item and How to Use.

Why are companies and people rapidly moving to visual messaging?

We live in a fast world that's getting faster every day – one that is rapidly evolving from email to texting to tweeting. We communicate fast. But the faster we use words, the less dense the message, the less ability to comprehend and recall. If you misunderstand the quick word message, it won't fare well for anybody, especially your advertisers.

So, what's next? What's better and faster?

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faster, nearly doubling the comprehension and recall capabilities. That's a good thing. Advertisers already know that better recall leads to more actions, like buying. So, use sequenced imagery as your messages. There's nothing totally new here, except that we're making the sequence of the images the actual message and reducing the need for words.

When your printing press prints flyers, ads, brochures, catalogues, etc., you're at the beginning of the visual communication chain. If you build on that, you can grow your visual

top 15 products their customers like, excerpted from a catalogue of hundreds (which also can be sent visually). The second visual message shows its customers how to use one specific product, dramatically increasing sales. The goal is to have the customers print the messages.

As a printing company, you always have been in the communication business. You have been able to unite words and images for distribution. Now you have the technology of the "connect" press. Your "connect" press can:

1. Create and manipulate all images and visual messages
2. Dynamically manage the flow of visual communication, sending and replying
3. Enable you and content creators, product brands and agencies to manage the visual message flow
4. Marry document flow to visual message flow electronically and print everywhere

communication and messaging business. In addition to printing, you electronically send and manage the visual messages. You already manage the flow of documents. Now you're adding pictures to the text, making the images the central type and adding text to supplement the message. You may only be a few steps away.

Check out the visual message examples that food distributor Fine Italian Foods sent electronically (and printed and distributed) to their customers. The first visual message highlights the

Think of this. If Gutenberg had used millions of images to typeset, we already would be using images more than words. Today, you have millions of images to typeset and move digitally, so the printing industry is revolutionizing communication again. If IBM can evolve beyond "machines," you can evolve beyond printing to "connect"ing.

Next time, we'll discuss better decision-making – where you use real time information to move your organization and your customers forward to the highest levels of effectiveness. ■

Mark Grace founded Beyondvia.com, where his visionary leadership transforms industries such as oil and gas, utilities, industrial products and consumables to dramatically grow profits using the Better Way and the five approaches: Better Progression, Better Closing, Better Communication, Better Decision Making, and Better On-line Operations. You can reach him at 656-595-6760 or via email at markgrace@beyondvia.com.