



Adobe, Canon, HP, Kodak, Xerox, RIT & CalPoly Join Forces in Support of Major Digital Printing Council Initiative

August 2, 2005 – PIA/GATF’s Digital Printing Council (DPC) is pleased to announce that Adobe, Canon, HP, Kodak, Xerox and students from the Rochester Institute of Technology (RIT), CalPoly Technical Institute and Clemson University have joined together to support a major DPC initiative to be unveiled at PRINT 05, being held in Chicago September 9 - 15, 2005. DPC Director Joanne Vinyard says details regarding the initiative, known as “M4D”, will be unveiled at a press conference on September 11, 2005.

The Digital Printing Council (DPC) is a premier program of PIA/GATF (Printing Industries of America, Inc. and the Graphic Arts Technical Foundation) that provides its members and the printing industry with informative tools and publications that are designed to help firms be more productive, efficient, and generate more sales with new digital technologies.

“This year, the DPC has been busy developing a unique program with the support of leading companies such as Adobe, Canon, HP, Kodak, and Xerox as well as RIT and CalPoly. The Program will help print providers connect with a wide range of markets, and with the kind of segment-specific solutions that will garner immediate attention, meet unique needs, and generate new business,” says David Torok, President and CEO of Padgett Printing and Chair of the Digital Printing Council Steering Committee.

To be immediately informed of the Digital Printing Council “M4D” program when details are released, interested parties can register their email address at M4D@piagatf.org.

About Digital Printing Council

The Digital Printing Council is a premier program of PIA/GATF that focuses on research and awareness about digital and personalized printing that are meant to enhance members’ knowledge about the complexities of digital printing—critical applications, industry trends, selling and marketing to customers and customers’ customers.

Most of this information comes in the form of publications, newsletters, and other printed products. The DPC also makes available an online archive of materials that can be accessed by the public and by members. As part of their membership, Digital Printing Council members also receive *Designing4Digital*, a multi-media customer education package series (including 2 CDs, a

book, PowerPoint presentation, and more). In 2005, Digital Printing Council research studies included: *The Future of Direct Mail*, *Color Variable-Data Imaging*, and *Compensating Your Digital Team*.

For more information, please visit the DPC web pages on:
http://www.gain.net/PIA_GATF/DPC/main.html.

About PIA/GATF

The Printing Industries of America (PIA)/Graphic Arts Technical Foundation (GATF) is the world's largest graphic arts trade association representing an industry with more than 1.2 million employees. Located in Sewickley, Pennsylvania, the consolidated organization serves the interests of more than 12,000 member companies. PIA/GATF, along with its affiliates, delivers products and services that enhance the growth, efficiency and profitability of its members and the industry through advocacy, education, research and technical information. For more information about PIA/GATF visit <http://www.gain.net>

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Media Contact:

Helene Smith
Helene Smith Public Relations
407-786-0040 tel
smith@helenesmith.com