

Where Are We?
Where Are We Headed?

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Evolution of Publishing

Letterpress



Cart

**500
years**

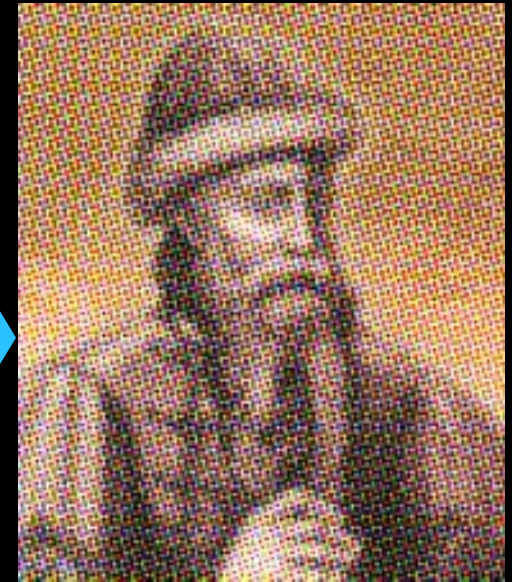
**Photo
Lithography**



Train/Plane

**50
years**

**Desktop
Publishing**



**Distributed
Printing**

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Evolution of Publishing

WWW



**10
years**

**5
years**

**Modem
Bandwidth**

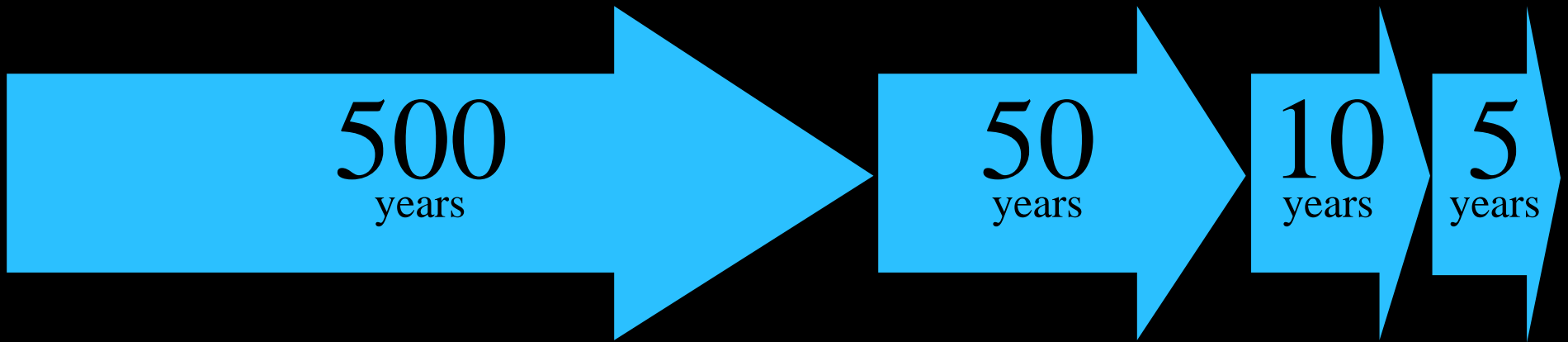
HDTV



**Fiber Optics
Bandwidth**

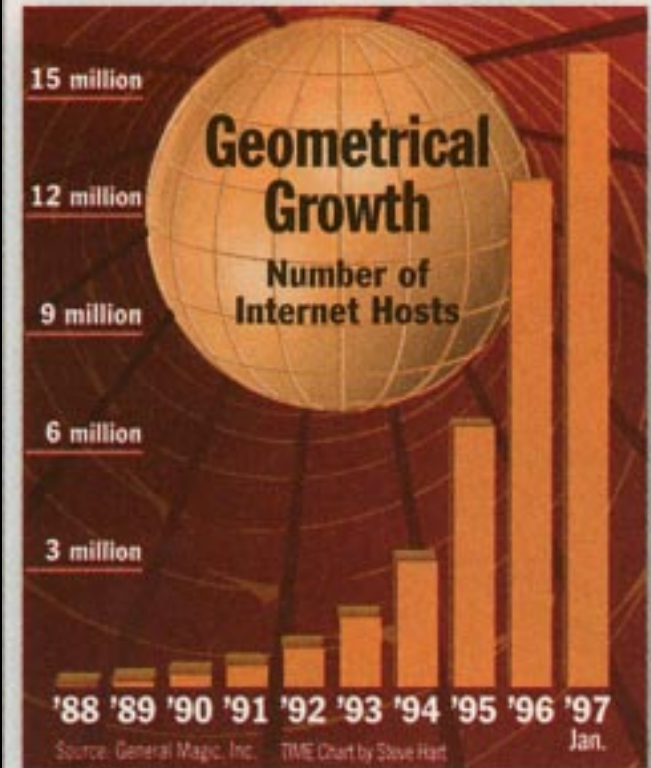
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*Technology develops
at a geometric rate.*



*“Repurposing”
content
is a growth industry.*

The breathtaking growth
of the Web, he says, is
“a lesson for all dreamers”



Source: General Magic, Inc. TIME Chart by Steve Har

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Print

vs.

Digital

Limited

Creativity

Full Palette

Physical

Distribution

Electric

Slow

Shipping

Immediate

Expensive

Storage

Cheap

Liability

Search & retrieval

Intelligent

Delayed

Republishing changes

Immediate

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“By 2004, the pile of information on your desk will be 30 percent paper and 70 percent electronic, compared to 90 percent paper today.”

— Dr. Keith T. Davidson,
Executive Director
Xplor International

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The Opportunity



So little time...
So many pages.



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