



digital
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council

DTC Webinar – Discover New Digital Opportunities with Clickable Paper



Augmented Reality is a hot topic, and this webinar will show you how you can use it to provide more value to your customers and generate new revenue in the process. Print providers must differentiate their businesses to beat the competition and Visual Search Technology will allow you to enhance traditional printed pieces to connect end users with digital content. Just by pointing a smartphone or tablet at a printed piece, users can be immersed in a digital experience.

Augmented reality helps your printed materials live longer, adding more value to the standard printed page. Being able to provide this added value to your customers will ultimately earn you more long-term business.

In this webinar we will:

- Review the various augmented reality technologies
- Discuss their strengths and weaknesses
- Show you a wide range of real life applications
- Explore the detailed analytics available
- Discuss postal trends and opportunities for

savings

Date: Wednesday, August 15, 2018

Time: 2:00 p.m. – 3:00 p.m. Eastern

Cost: FREE for PICA members. Not-yet-members: \$39 per Internet connection (you may have multiple people sit in on one connection.)

To Register: Fill out the registration form and email to cjepps@picanet.org

A confirmation email with the connection

About the Presenter:



Ryan Kiley is the Director of Strategic Production Services for Ricoh USA Inc. and Ricoh's worldwide Commercial & Industrial Printing Business Group. Throughout his 20-year career in production printing, his mission has remained consistent: Surround world-class hardware and software products with a services portfolio that helps customers realize the maximum benefit of their investment.

Ryan is a software engineer by education and began his career at IBM's Networking Hardware Division in RTP, NC. He then spent 11 years at Rochester Software Associates, Inc. before joining Ricoh's Production Printing Business Group in 2006. In

2013, Ryan was asked to join Ricoh's Global Marketing Center to bring the best of Ricoh's Services-Led initiatives to a global audience.

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