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Cal Poly Professor's Book Offers Latest on Digital and Variable Data Printing

SAN LUIS OBISPO – The head-spinning evolution of digital printing technology continues to be a hot topic in the graphic communication industry, according to Penny Bennett, Graphic Communication professor at Cal Poly San Luis Obispo and author of the printing industry's latest book on digital printing and variable data printing.

"The Handbook for Digital Printing and Variable-Data Printing," is the culmination of years of research by Bennett and was published by the GATFPress in Sewickley, Pennsylvania.

Starting with an overview of digital and variable-data printing and culminating with an extensive glossary, the handbook addresses a wide range of topics to help printers successfully enter the new realm of digital and variable-data printing and make informed business decisions.

The book covers technical issues of workflow, digital print production, software, and output technologies, as well as business-related ones, such as cross-media personalized marketing, data management, the business of digital printing, and the impact on commercial printers.

"The future growth of the printing industry rests on investments in variable-data technology and a growing understanding on the part of printers on how to leverage and use such technology to serve client needs," said Harvey Levenson, department head of Cal Poly's Graphic Communication Department. "There is no doubt that one-to-one print marketing is at the core of the industry's future development, and Penny's book is a solid orientation on how to enter the market and the hardware and software issues involved."

Bennett teaches courses on electronic publishing at Cal Poly and coordinates the Graphic Communication Department's Graphic For Packaging concentration. Bennett is also a frequent industry speaker on digital and variable-data printing applications.

About the Graphic Communication Department

Cal Poly's Graphic Communication Department (www.grc.calpoly.edu) was founded in 1946 and has grown to one of the largest and best-known programs of its kind in the nation. The major includes concentrations in printing and imaging management, electronic publishing and imaging, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. Through cash gifts from industry, the program has one of the largest endowments of any individual department at Cal Poly. The department also houses the Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu). The institute focuses on services for industry, including research, testing, product evaluations, consulting, seminars, workshops and conferences.

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