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California Polytechnic State University

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FOR IMMEDIATE RELEASE

Hewlett-Packard Vice President To Talk May 22 on 'Digital Transformation of Commercial Printing'

Bill McGlynn, vice president and general manager for digital publishing at Hewlett-Packard, will talk about the future of traditional offset printing in the digital age at 7 p.m. May 22 in Philips Hall in the Christopher Cohan Center at Cal Poly.

McGlynn's talk, "The Digital Transformation of Commercial Printing," is the final lecture in the university's Distinguished Scholar Lecture Series 2002, titled "Communication Technology: The Next 50 Years."

His talk will explore the question, "If information is growing exponentially, why isn't printing growing exponentially?" "One of the rudimentary problems with information in today's age is that it is not organized into digital elements that are device-independent," McGlynn said. "As a result, information cannot be used as broadly or easily as most organizations would like. One of the focal points of Hewlett-Packard going forward is to work with large organizations to help them 'architect' their information -- in conjunction with partners -- to ensure that their information is available for whichever medium of communication they choose.

"This will create a transformation in the traditional offset printing marketplace that will be comparable to the transformation that took place in graphic design when Apple focused on creating computerized tools for graphic artists," McGlynn said.

An important figure in an H-P initiative to "transform commercial printing," McGlynn was instrumental in the company's acquisition of Indigo, intended to make H-P more competitive in digital commercial printing. The unit he manages is involved in digital communications worldwide.

"Bill brings a wealth of experience to his position in digital printing solutions, having served in an executive role in several imaging and printing businesses within H-P and in managing an H-P global marketing restructuring initiative," said Harvey Levenson, head of Cal Poly's Graphic Communication Department.

McGlynn's tenure at H-P, which began in 1981, includes division manager assignments in operations, customer support, sales and marketing.

The lecture is sponsored by the university's College of Liberal Arts and Graphic Communication Department and the student chapter of the Technical Association of the Graphic Arts. It is free and open to the public. A reception follows the talk at 8 p.m.

For more information, call the Graphic Communication Department at 756-1108.

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(NOTE TO EDITORS: For an electronic image of Bill McGlynn, please contact Jo Ann Lloyd at (805) 756-1511 or jlloyd@calpoly.edu.)

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