



LARRY TRACY

COLORLOK DIRECTOR

HEWLETT-PACKARD

BIOGRAPHY

Mr Tracy has been involved in the HP printing business for over 30 years. His experience includes development for early LaserJets including the LaserJet Classic, HP's first MFP (the HP Mopier) and entry into Color Laser printing. Mr Tracy has also managed go-to-market and business development programs for products ranging from Deskjets to HP's SuperDome computer introduction. Mr Tracy also managed teams in the Publishing business responsible for Workflow, Digital Front Ends and Partner programs for Indigo printing systems. Most recently, Larry managed a new business development team to rollout initial solutions for Inkjet Digital presses, Book Printing systems and other new business incubations for IPG. Mr Tracy currently manages Business Inkjet Product development as well as the ColorLok program for HP.

ABSTRACT

DEVELOPMENTS IN OFFICE PRINTING TECHNOLOGY & PAPER

This presentation will cover the latest trends in Office printing and the impact of new computing devices, environmental strategies and new technologies in the workplace. Companies around the world continue to look for ways to improve productivity for employees and many are rethinking how they deploy office printing, scanning and copying devices. This is happening at a time when new devices like tablets, e-readers and smartphones are available to virtually every end-user. Yet these devices lack some of the fundamental use models to interface with printers, scanners and other technology required by today's workers. Mr. Tracy will discuss how these technologies are changing how people perceive printed materials and how companies are reacting to these changes.