# Information Overkill

„ We do not have an information avalanche. But the most documents are unefficient and aged. "

Printing on demand / just-in-time-printing is the only way to protect against „wrong" documents and print matters

# While on job, one has to stand...

- Ø 40.000 Information „flashes" per day
- daily Ø 65 „folders"/tasks to be done
- about 1,5 Mio News per year
- a bulk of 500.000 pages to read

Infogaining is the best way to beat the document-monstership

# Paradigm change (1)

## The New Role Of Paper

- Not longer a public and private univesal media for long term storage ....

- ... but a very personnal on-the-spot-media (handout printing)

# Paradigm change (2)

## The Switch Of Computer And Paper

- past:  printing for documentation /
  Computers for animations

- now:  Computers for documentation /
  Computers for documentation

  Computer = data bases + networks
  Prints = off-Computer-Infotainment

DRUCKMARKT
Das Kompendium.

# Paradigm change (3)

**From Publishing To Infogaining**

- old: Publishing as a one-way-street -
  The publisher predicted what readers should get

- now: Infogaining as „info zapping" -
  The consumers decide every second again what
  they need or want to read / see / hear

# Paradigm change (4)

Succes in the era of informations and communication is dependant from this 5 hits:

- with the right content
- using the right media
- with the right design
- at the right time
- serving the right recipient

# Paradigm change (5)

## From Needs To Claims

- To sell products or services the informations about it is often more important as as the product or service itself.

- Any new product is unnecessary. Consumers do not buy because they need something, they buy because they are convinced.