COST Action no. FP1104

New possibilities for print media and packaging
Combining print with digital

2012 | 2016

Forests, their Products and Services (FPS)

Participating countries

AT, BE, BG, CH, CZ, DE, DK, ES, FI, FR, GR, HR, HU, IE, IT, LT, NL, NO, PL, PT, RS, SI, SK, SE, UK

Objectives

- The goal of this Action is to promote discussion on the benefits that may be achieved from novel combinations of print and digital. It will also be used to enhance innovations that will make use of the benefits of both print and electronic media as well as innovations where print and electronic media are combined.
- We aim at a cross-disciplinary approach and in close discussions between the industry and academia. New product and research ideas and consortiums for common research projects will the searched for by sharing knowledge from different fields of science, e.g. consumer, marketing and printed functionality studies. Additional perspectives to the discussion come from the areas of game research and educational studies.

Contact details

Chair of the Action
Anu Seisto,
Principal Scientist, Team Manager,
VTT, Finland
anu.seisto@vtt.fi

Science Officer
Science Officer Forests, their Products and Services
COST Office
melae.langbein@cost.eu

Website
http://virtual.vtt.fi/virtual/cost/index.htm

Main Achievements

- This Action is still in the very early phases. The main achievement so far is the first meeting that was held in the 15-16 November in Espoo, Finland. As we are emphasizing the importance of people from different disciplines and backgrounds to come together and come up with fresh ideas and thinking, the aim of the first meeting was to get to know each other. Also, as several members of the Action do not have previous experience of COST Actions, we spent time on discussing the possibilities offered for the members, such as STSM's.

- We have started the construction of the Action webpages at http://virtual.vtt.fi/virtual/cost/index.htm, and more information of the progress of the Action will be added during the spring 2013. In February 2013 we will also launch the Action Owela pages at www.owela.fi as a co-innovation and co-creation space. Hence, the website will mainly be used for sharing and publishing documents publicly and Owela as a discussion forum within the Action.

AR technology in printed magazine

Working Group activities

Working Group 1-3

- Working groups 1-3 have objectives for the first year. The presentations in the first meeting were given based on a rough division into three WG's, but in a way that everybody was able to hear each other s' presentation and this way get to know also other members of the Action than the ones in their own WG. In the April meeting the focus will be more in working in WG's. For the April meeting, key note speakers will be invited to give presentations on their own areas and viewpoints to the future. After that, group work within WG's will follow to discuss the topics from user, technology and content viewpoints. The aim with the group work is to identify areas where common research could be carried out to bring new knowledge to the area.

Working Group 4

- This WG will focus on brining the research results and their implications to the knowledge of the paper industry. This work will not be started during the first year of the Action. However, in the April meeting we will start planning the work to be carried out within the second year of the Action.

Industry participation

Bumaga BV
Sanne Tiekstra,
Program Coordinator End products,
Netherlands
s.tiekstra@bumaga.nl
http://www.bumaga.nl/

Futurice
Risto Sarvas,
Head of ux & service design,
Finland
risto.sarvas@futurice.com
www.futurice.com

Print City GmbH
Rainer Kuhn,
Managing Director,
Germany
rainer.kuhn@printcity.de
www.printcity.de

WG 1-4: Users ---- Tehnology ---- Content ---- Implications to the paper and printing industry