

PRINT MEDIA

RESEARCH CENTRE

An Introduction

Presented at the Toronto Graphic Arts Day
October 13, 2017

The Agenda

- What is the PMRC?
- How can the PMRC help you?
- Key benefits of the PMRC
- Working with the PMRC
- How to get more information
- Summary
- Q&A



What is the PMRC?

- A Faculty Research Centre within the Faculty of Communication and Design, affiliated with the School of Graphic Communications Management
- An Internationally renowned facility that is fiercely focused on research that benefits the graphic arts industry and its allies



What is the PMRC?

- A dedicated group of passionate, qualified, and experienced researchers who understand that the graphic communications industry is constantly changing
- A research partner that can enhance your research capabilities and increase your research funding



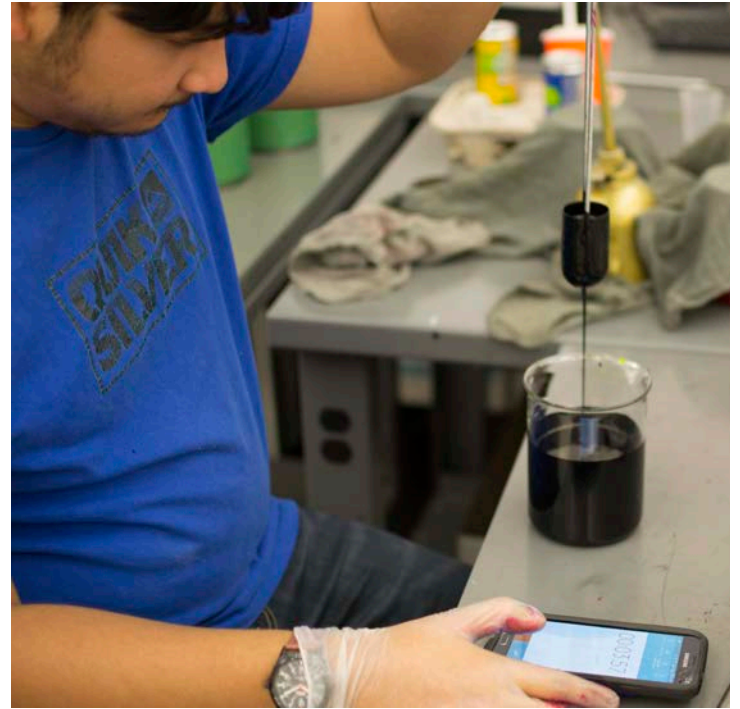
How can the PMRC help you?



- The PMRC offers a flexible framework, and can customize a research platform for almost any type of research, from scientific and analytical, to business and trend forecasting, and everything in between

How can the PMRC help you?

- Through the PMRC, companies have access to equipment and resources that they may not have, or simply cannot afford to take out of production just for the sole purpose of testing and research

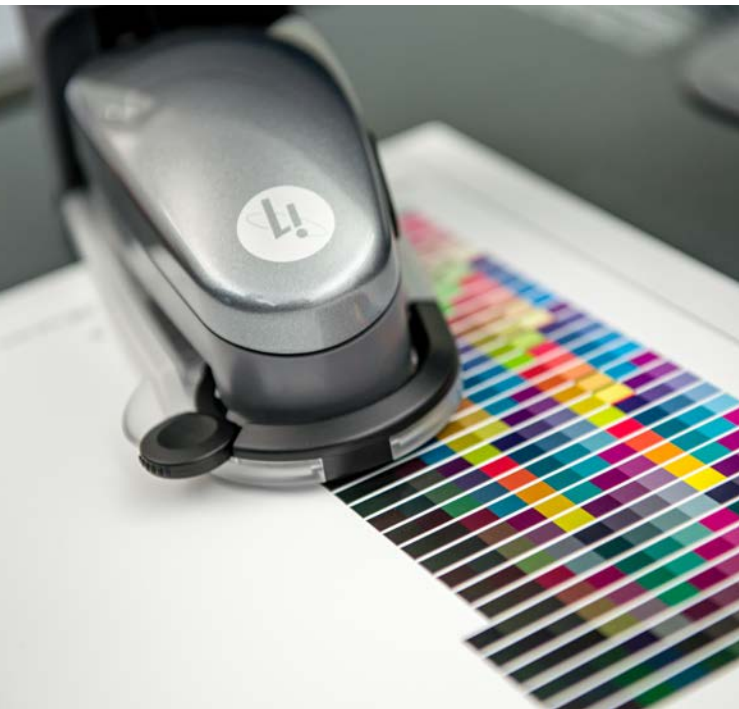


How can the PMRC help you?



- The PMRC is an unbiased, third party entity that can be used for benchmarking, product validation, and other situations where it is advantageous for a company to use third party validation

Key benefits of the PMRC



- Independent, unbiased source for research and validation
- Access to government research funding that can more than double your research dollars

Key benefits of the PMRC



- Industry standard research equipment and carefully controlled lab conditions for accurate and predicable control of research parameters

Key benefits of the PMRC

- Access to world renowned researchers with years of experience and a wealth of knowledge



Key benefits of the PMRC

- The PMRC has three G7 Experts on staff that can help you with all your G7 needs
- Fully customizable research and partnership plans to fit any need. No job is too big or too small. From one hour to ongoing relationships, the PMRC has you covered



Key benefits of the PMRC



- Our downtown Toronto location is easily accessible from all parts of the GTA, and only a short train or taxi ride from Pearson International Airport or the Billy Bishop Island Airport

Working with the PMRC

- Full blown research projects or hourly service rates
- One hour, one month, a year or more
- In-house services, in-plant, consultation
- Generic and customized training sessions
- Next door or around the world

We have you covered

Working with the PMRC

“We used Ryerson’s Heidelberg press in a controlled lab environment to validate the advanced prediction algorithms of our CMYK and Expanded Gamut press profiling technology. The success we achieved in our research and the relationships we developed during the project have paved the way for future collaboration between ColorXTC and the PMRC. Innovating in the print industry is no small task, but with the assistance of the PMRC, innovation is becoming a practical reality.”

Nathan Drong - ColorXTC



Working with the PMRC

“In 2015 we had the opportunity to do a joint research project with the Print Media Research Centre (PMRC) at Ryerson University. After having secured all possible legal and IP-issues, Jason Lisi, Professor at Ryerson University, and his team, field-tested and evaluated a software module for lean-profiling flexo- and offset- presses. We benefitted from the knowledge and expertise at the PMRC and also benefitted from having our software evaluated by an independent institute that is an authority in the Graphic business. This was a great experience.”

Baldewin Meireson - Esko



Working with the PMRC

“Working with Ryerson’s Print Media Research Centre helped Lunanos access both the equipment and expertise that we needed in designing a manufacturing process for our product. The unique opportunity to work with Ryerson faculty, students and staff on our project was a great benefit to our company and we continue to maintain a relationship with the researchers.”

Scott McAuley - Lunanos Inc.



How to get more information

- Visit our information table at this event
- Check out the webpage
- Email us
- Visit us
- Call
- Write



Summary

- The PMRC is a world leader in print media research
- Proven track record of cutting-edge research
- Access to government funding to supplement existing R&D money
- World-class researchers
- State-of-the-art facilities
- Here for you



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Questions?

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Thank You!

pmrc.gcm.ryerson.ca