

# A Strategic Vision of the Large Format Printing Market

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## Abstract

Large format has been a pioneering application of digital printing in the graphics arts. Many years after the introduction of the first digital products, and after the inkjet revolution, the technology evolution is still transforming the industry by reaching more applications and transforming more verticals. Those transformations are profound, reaching the complete value chain and creating unexpected opportunities for end-users. This trend will continue for many years.

## Biography

**Pau Molinas** is the large format products R&D director for the Hewlett-Packard InkJet Commercial Division in Barcelona, Spain. In this role, Molinas has worldwide responsibility for new product development of large format solutions. Molinas joined HP in 1987, and has held several management positions in R&D. In 1996 he became business development manager in Barcelona, Spain and San Diego, California, US, focusing on new business generation and strategic partnerships. In 1999 he was named product marketing manager, before taking up his current position in 2000. Mr. Molinas holds a Masters degree in Engineering from Universitat Politècnica de Barcelona, Spain.