

# Océ's Vision And Strategy around Digital Book Publishing

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## **Abstract**

The changing business model within the Book Publishing Industry, from made-and-sell, to sell-and-made, why and where are the digital target markets, which segments and applications, market opportunities and run-lengths, integration with off-set, finishing challenge. Some early adapters and case studies.

## **Biography**

**Rob de Louw**, age 40, joined Océ in 1990 and held several sales- and management positions since then. Rob holds a MBA degree from the Webster university of St. Louis.