

Systems and applications

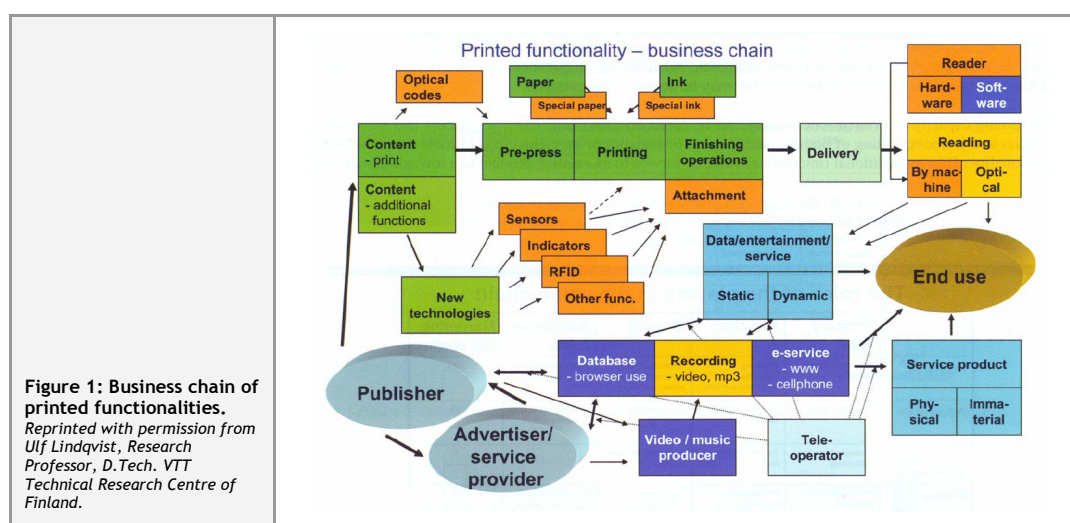
VTT Technical Research Centre of Finland: Value chains for printed functionalities

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Market aspects in
organic and large
area industry



In the field of printed functionalities, mostly technical aspects of research and development have been considered by now. However an utilisation of the high market potential of innovations requires approaches of understanding the entire value chain, from the materials supplier via the service provider to end user. The reported paper by **VTT Technical Research Centre of Finland** aims at: (i) defining the role of printing plants in the value chain of printed functionalities, (ii) developing new business models for the most important innovative applications. By a careful analysis of printing functionalities, typical innovations and production processes, it was possible to estimate the sufficiency of printing plants when it comes to meeting the technical requirements.



The paper is one of the first describing the necessity of value chain considerations and market aspects of printed functionalities. A comparison between used technologies and their potential for the integration with printed products is performed. Introducing a market-technology-matrix the authors also distinguish between nine different situations for targeted markets and introduced technologies. Furthermore a suggestion for a basic value chain is given, describing potential players, their roles and their conjectural activities.

The presented paper is pointing out the necessity of an intensive analysis of value chains for printed functionalities and the occupation with market aspects. It may therefore be a first approach for mapping potential players in a business chain, their potential roles and tasks within it.

Text by courtesy of U. Geyer

Comment of Lars Heinze (VDI/VDE-IT): This paper touches key questions of the future OLAE industry: Who will make the future business? Will it be the electronics or the printing industry? Or are joint ventures between both the appropriate way? Therefore it might be a valuable task to enforce the involvement of the printing industry in the structuring of the OLAE area.

"New business models for printed functionality"; U. Lindqvist, L. Hakola, H. Linna, P. Moilanen, T. Siivonen : *Proceedings of the 34th Iarigai Research Conference*, Grenoble, France, 395 (2007).

