

# PRINTWEEK INDIA SURVEY

**CATEGORY:  
DIGITAL**

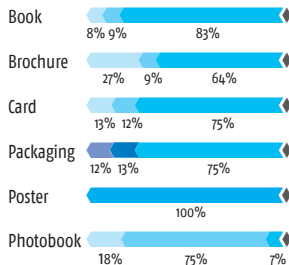
## DIGITAL APPLICATION



## MEDIA USED FOR DIGITAL

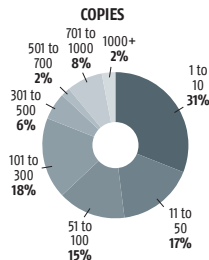


## APPLICATION-WISE PAPER USAGE



## PRINT-RUN RANGE

**1  
TO  
1200**

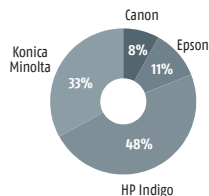


## WHAT'S ON THE HORIZON?

Photobooks is a rising segment

Use of QR codes  
Augmented reality  
Digitisation in post-press finishing

## DIGITAL PRESSES USED



**SURVEY CREDIT**

PrintWeek India's Rushikesh Aravkar and Anand Srinivasan. With the support of SIES Graduate School of Technology's Ameya Sohoni, Atharva Kanetkar, Ganesh Gawli, Siddharth Ashtekar and Sourabh Masane