

Preface

As one of the series of academic activities which are launched by China Academy Printing Technology, “2016 China Academic Conference on Printing, Packaging Engineering & Media Technology” is co-hosted by China Academy of Printing Technology, Xi'an University of Technology and Stuttgart Media University, and co-organized by Beijing Key Laboratory of Printing and Packaging New Technology of China Academy of Printing Technology, Faculty of Printing, Packaging Engineering and Digital Media Technology of Xi'an University of Technology and Printing Technology Professional Committee of Chinese Society for Imaging Science and Technology. It will be held on November 25–27, 2016 in Xi'an, China.

By far, “China Academic Conference on Printing and Packaging” and its series of events have been held for seven sessions since the first session in 2010. Due to the influence of the sponsors, academic foresight in the keynotes and the active participation among scholars, the conference has become the most influential academic exchange activity in printing and packing field in China, aiming at promoting the exchange and innovation of academic research in the field of international printing and packaging, and improving, merging as well as elevating the printing technology, which is the traditional technology of recording the development of human culture, into the information age.

As China economic development has entered a new norm period, the printing and packaging industry of China has been keeping a stable growth. In 2015, the total output value of China printing industry has topped to RMB 1124.62 billion, increasing by 3.6% and the main business revenue of packaging industry has reached RMB 1136.55 billion, increasing by 4.08%. Research innovation is becoming more and more important in the enterprise development of printing and packaging industry, and technology is becoming the key factor for enterprises to win in the fierce market competition. In the meantime, with the deep application of IT technology and the Internet in printing and packaging technology innovation and product development, product form of printing and packaging industry has been extended from traditional media to digital media.

In accordance with the purpose of the conference, “2016 China Academic Conference on Printing, Packaging Engineering & Media Technology” focused on digital technology, environmental technology and advanced materials technology in printing and packaging fields. We invited Prof. Jon Yngve Hardeberg from Norwegian University of Science and Technology, Prof. Mathias Hinkelmann from Stuttgart Media University, Prof. Patrick Gane from Aalto University, and other internal famous scholars to make keynote speeches on key techniques of multi-spectral color imaging, new digital media technology and new business models in the printing industry, and surface pore network structure and fluid interaction. At the same time, all the participants shared the latest research trends and achievements on color science, image processing, digital media, printing engineering, packaging engineering, mechanical engineering and intelligence, information materials and detection technology on nine panel discussion meetings.

The conference received 245 papers this year, including 3 keynote speeches and 242 oral presentations, among which 143 were selected to be published on *Lecture Notes in Electrical Engineering* (LNEE) (ISSN: 1876-1100) by Springer.

Here we greatly acknowledge all the organizations that offered great support for the conference and they are: China Printing Technology Association, Chinese Society for Imaging Science and Technology, Beijing Institute of Graphic Communication, School of Printing and Packaging of Wuhan University, College of Communication and Art Design of University of Shanghai for Science and Technology, School of Media and Design of Hangzhou Dianzi University, College of Light Industry and Engineering of South China University of Technology, Zhengzhou Institute of Surveying and Mapping, Light Industry College of Harbin University of Commerce, College of Packaging and Printing Engineering of Tianjin University of Science and Technology, School of Mechanical Engineering of Jiangnan University, School of Light Industry & Chemical Engineering of Dalian Polytechnic University, School of Packaging & Material Engineering of Hunan University of Technology, School of Biological and Chemical Engineering/School of Light Industry of Zhejiang University of Science and Technology, College of Engineering of Qufu Normal University, College of Light Industry Science and Engineering of Nanjing Forestry University, College of Light Industry and Energy of Shaanxi University of Science & Technology, College of Printing and Packaging Engineering of Qilu University of Technology, College of Materials Science and Engineering of Beijing University of Chemical Technology, College of Material Science & Engineering of Zhengzhou University, School of Food and Chemical Engineering of Beijing Technology and Business University, School of Media and Communication of Shenzhen Polytechnic, Shanghai Publishing and Printing College, State Key Laboratory of Modern Optical Instrumentation, Zhejiang University, National Taiwan University of Arts, Norwegian University of Science and Technology, Stuttgart Media University, Aalto University, and Beijing Keyin Media & Culture Co., Ltd.

We would like to express our gratitude to the 55 experts from China, Germany, Britain, American and Japan for reviewing and recommending papers for the conference with strict standards.

We also thank Springer for offering us an international platform for publishing.
We look forward to our reunion at the next China Academic Conference on
Printing and Packaging.

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