CMIC
Membership Benefits

Platinum Level Industry
Partners ($25,000 annually)

- Participation in the CMIC Industry Council including an "industry partner" vote on applied research and development agenda created annually.

- 2-hour strategy review annually for your firm from RIT experts.

- One co-op student per year to work on short term projects for your firm.

- Five free admissions to the annual CMIC summit.

- Five proprietary research inquiries per year via the Print-in-the-Mix portal.

For Gold Level ($15,000)
and Individual Level Benefits
($500), contact:

Cross-Media Innovation Center at RIT
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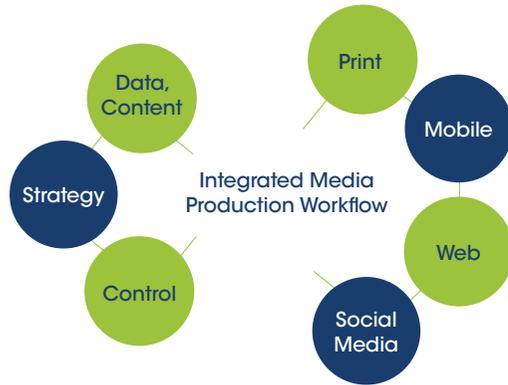Rochester, NY 14623

CROSS-MEDIA INNOVATION CENTER at RIT

The Cross-Media Innovation Center (CMIC) at RIT is focused on addressing the significant economic, technological, and cultural changes that impact the graphic communications industry.

Through the collaborative efforts of solution and service providers, students, and educators, the CMIC will provide a platform to address the issues and opportunities of the cross-media communications value chain.

The changes in our industry require that future graphic communications professionals understand the integration of all types of media.

Integrated Media Production Workflow

Data, Content • Print • Mobile • Web • Social Media • Control • Strategy

They must learn how to design, compose, and deploy content across these media including print, Web, mobile, and social channels.

Such integration requires contemporary thinking with respect to the traditional boundaries associated with print, publishing, and graphic communications.

A Vision for **the Future**

The Cross-Media Innovation Center at RIT provides the following initiatives.

1) Industry Council

This industry forum includes representation from all major organizations in the cross-media communications value chain. Quarterly CMIC Industry Council meetings will identify the key business issues and opportunities that will structure the CMIC research agenda as well as an annual thought leadership symposium.

2) Research Initiatives

CMIC Research Initiatives are built through the collaboration among faculty, students, and representatives of the Industry Partners (solution vendors, service providers, and RIT alumni). The research agenda includes exciting new areas such as the creation and organization of content, data analytics, and the composition and deployment of content to all media channels as well as the application of new marking technologies in growing areas such as package printing and publishing.

4) CMIC Innovation Laboratory

The CMIC Laboratory is a series of vendor-equipped laboratories with the most current software and systems that make up the cross-media communications value chain. The Innovation Laboratory integrates business and technical disciplines to develop meaningful applications including the creation of new cross-media communications products with practical business application.

5) RIT Co-ops

Partners participating in the RIT co-op program can expose their firms to our brightest students for short-term projects with the potential of hiring these students as future employees.

6) Staying Connected

The CMIC will expand the scope of the Print-In-the-Mix open Web portal with timely access to new content and collaboration with colleagues in the industry. This portal will foster dialog between students, alumni, and trade professionals with forums that stimulate innovative ideas.

7) Educational Outreach

The Cross-Media Innovation Center at RIT will provide leading-edge training and education programs to the graphic communications industry. RIT is currently a leading provider of industry education programs in the fields of imaging, media arts, color science, printing, and packaging with over 50,000 square feet of state-of-the-art laboratories and classrooms.

Levels of Participation

Industry Partner Platinum ($25,000), Industry Partner Gold ($15,000), and Individual ($500).