

The Two Faces of Information

Why Print and Digital Both Matter

Print

- *Reliable creation and distribution supply chain*
- *High potential for visual aesthetics*
- *Stability*
- *Familiarity, comfort level*
- *Manageable carbon footprint*
- *Low energy cost*
- *Low technology support footprint*



Digital

- *Immediate, live access to data*
- *Instant updates and revisions*
- *No inventory of physical media*
- *Interactive and engaging*
- *Rich media*
- *Connected to other processes*
- *Management & prioritization*

