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Company Focus

Rimage: Media On Demand Serves New 'On-The-Go' Economy

Philadelphia – How physical media manufacturers can take advantage of the new "On-Demand Economy" was the main thrust of the annual meeting presentation here by Rimage's Chris Heim and Craig Conti.

The virtual overnight success of companies such as Uber and Airbnb that were able to meet unfulfilled needs of consumers is a good business model to follow in the entertainment space as well, they suggested.

Even an established brick-and mortar retailer like Walmart is realizing that its store can be a fulfillment center for orders made online, and that consumers will happily pick up the merchandise, as opposed to waiting several days for delivery through normal channels.

Similarly, Amazon recently gained a patent to allow Web shoppers to customize clothing to be made on demand, according to specifications at the consumers' choosing, such as size, color, pattern, etc.

Thirty UPS locations are now equipped with 3D printers to manufacture otherwise unavailable parts whose spec sheets and diagrams are sitting in a massive database.

Such commerce developments represent today's so-called "On The Go" (OTG) zeitgeist to achieve near if not immediate gratification.

In the optical media space, despite substantial volume declines in recent years at the hands of the disruptive technology of streaming, "it's still a massive industry," Heim said.

"The question is how is [the disc] going to be made," Heim said, noting that the undeniable trend of average order sizes received by replicators is generally getting smaller.

An increase in short-order runs often results in the media manufacturer duplicating a few customized single discs, depending on the customer, or as many as a few hundred.

Colonial Purchasing is a group purchasing organization devoted to the media manufacturing industry. Colonial Purchasing was founded by individuals with significant operating and board level experience who have an understanding of media manufacturing industries needs and finances. You can learn more about Colonial Purchasing at <http://colonialpurchasing.com/>

The obvious benefits of being able to produce smaller quantities on demand include not having inventory for long periods of time sitting in distribution centers taking up valuable storage space. In addition, retailers looking to reduce lead times appreciate selling merchandise that can be readily replenished according to demand. Finally, having the ability to make-on-demand affords the manufacturer the capability to expand the customer's product catalog for long-tail content that has been previously unaffordable, noted Conti.

Staying state-of-the-art for entertainment delivery no longer is a matter of huge investment for replication hardware. Advanced duplication technology is now possible for even a Blu-ray movie on a copy-protected recordable disc. Duplicated CDs are nearly indistinguishable from its replicated counterpart, Heim pointed out.

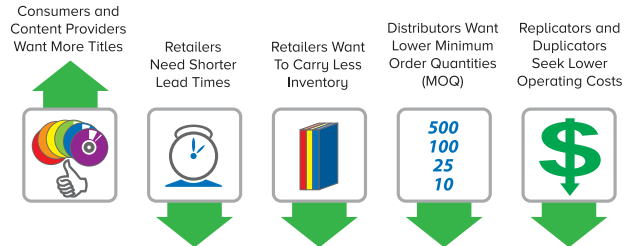
Rimage is eager to help Colonial members who are sorting out whether to handle ondemand jobs either in-house or outsource the work, which requires both hardware and software, to another company. Both methods have their advantages from managing workflows to content protection to cost-management. Its Rimage Fulfillment Services (RFS) division now operates fulfillment centers in Portland, Ore., Minneapolis, Minn., and Frankfurt, Germany.

Plans are underway for RFS to partner with companies in Asia and South America to expand the reach of Media On Demand (MOD) orders getting done on two more continents.

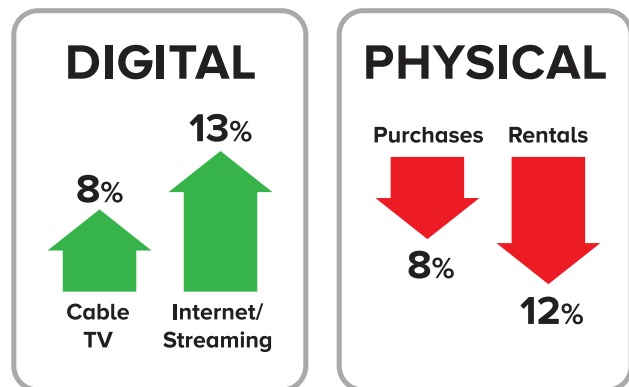
Heim notes Rimage can accommodate duplicating not only optical media but other formats including Flash, SD, and HDD.

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Market Influences on MOD



5 Year Trends Drive Need for MOD



Rimage CEO Chris Heim and Rimage Fulfillment Services VP/GM Craig Conti spoke to members of Colonial Purchasing at their Annual Meeting in Philadelphia, May 1-2, 2017. With a focus on the new "On-Demand Economy," Heim and Conti explained how Rimage Fulfillment Services allows physical media manufacturers to produce smaller quantities on demand, reduce lead times, and expand the customer's product catalog for long-tail content - whether producing in house or outsourcing the work. That presentation, summarized in this article published in the subsequent member newsletter, has led to new partnerships with the media manufacturing community. More information about Rimage can be found at www.rimage.com.