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FOR IMMEDIATE RELEASE

Atlantic Tomorrow's Office to Host Groundbreaking Event on AI and Business Analytics for Print Industry.

Newark, NJ, October 2, 2024 – Atlantic Tomorrow's Office proudly presents *Bringing A.I. and Business Analytics to the Forefront of Your Print Business* on October 10, 2024, at the Prudential Center. This event will explore the pivotal role of artificial intelligence and business analytics in driving the future of industrial and commercial print.

Attendees will gain invaluable insights from expert speakers and panelists on integrating AI technologies to optimize productivity, streamline operations, and elevate profitability.

Event Highlights:

Keynote Session 1: Unlock the Future of Direct Mail – Supercharging Your Printshop with AI

Presented by David Rosendahl, MindFire This session will delve into how AI can revolutionize direct mail production by enhancing workflows, automating design processes, and implementing predictive maintenance. Participants will walk away with strategies to improve efficiency, reduce costs, and ensure future-proof business operations.

Keynote Session 2: Maximize Efficiency and Profitability – The Power of MIS Systems for Printing

Presented by Heather Willovit, Ricoh USA This session will focus on the benefits of implementing a robust Management Information System (MIS). Learn how centralized workflows, automated tasks, and real-time data insights can streamline operations, enhance profitability, and improve customer satisfaction.

Panel Discussion: Industry Trends That Move the Needle Featuring Bob Neubauer (NAPCO Media), Andy Griffin (Premium Color Group), John Crusier (Bloomberg LP), and Timothy Freeman (Print & Graphics Communication Association) This interactive panel will explore the latest trends in commercial and industrial printing, offering insights into market shifts and emerging technologies. Attendees will have the opportunity to ask questions and learn how to adapt their businesses to the evolving landscape.

Event Details:

- Date: October 10, 2024
- Time: 12:00 PM – 5:00 PM
- Location: Prudential Center, 25 Lafayette Street, Newark, NJ
- Register here: [Event Registration](#)

About Atlantic, Tomorrow's Office

Atlantic is a leading Managed Services Provider that has been at the forefront of office technology solutions and IT support since its founding in **1959**. **Atlantic's customer-first philosophy** has been the cornerstone of its success. Despite the rapid and continuous evolution of technology, Atlantic has remained steadfast in its commitment to putting customers at the center of everything we do.

We take a holistic view to technology and support, helping organizations achieve their business goals through innovative solutions and exceptional service. Atlantic's guiding principle of being "Obsessed with Excellence" reflects its dedication to customer satisfaction and continuous improvement. That principle also guides our commitment to staying ahead of technological advancement, as evidenced by our staff's hundreds of technical certifications. In terms of geographic footprint, Atlantic has offices throughout the Northeast, with concentration in New York (4 offices) and New Jersey (4 offices), personnel throughout the country and another office in Texas. Visit our website at www.tomorrowsoffice.com to learn more about us.

For more information please contact:

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