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New, Biweekly Imaging of Things Podcast Tackles Trends, Workflow and Print Opportunities

FREMONT, Calif., July 15, 2021 – Hosted by Nick Benkovich, vice president of Portfolio Management for EFI™ Productivity Software, [Electronics For Imaging](#), Inc.'s brand-new [Imaging of Things](#) podcast series will deliver informative interviews and educational content for printing, packaging and marketing service professionals covering a broad range of topics.

Beginning July 27, the biweekly podcast will be available at imaging-of-things.simplecast.com, with each episode archived after airing for streaming on demand.

“The changes, challenges and the opportunities in the industry are only accelerating as the centuries old business of print and packaging evolves in the face of new markets, new buyers and new technologies,” said Benkovich. “I am excited to be doing this podcast as a direct way to share and discuss important industry topics – with some key industry experts – to discuss their and the market’s evolution, print’s digital transformation, the role technology is playing to create a smarter, more effective and efficient industry, and the emergence of the next generation of print professionals.”

Planned podcast topics include:

- Surviving market challenges and what we learned
- Educating the next generation
- Future proofing your business
- Leveraging technology
- Mailing – is it still relevant?

Along with Benkovich, guests on the podcast will include a wide range of industry experts and EFI customers who will be sharing their expertise and experience to help others further develop their own businesses.

EFI developed the podcast series, which will be produced by [Amaze Media Labs](#), to extend the customer interaction and discussions the EFI user community has with events such as the EFI Connect user conference and this year’s EFI Engage virtual user’s conference. With the Imaging of Things podcast, Benkovich and EFI will bring timely and useful information that can help the industry move forward following the pandemic.

Subscribe to the Imaging of Things podcast at imaging-of-things.simplecast.com, or on all podcast platforms. For more information on EFI’s portfolio of solutions, visit www.efi.com.

About Amaze Media Labs

Amaze Media Labs connects leading brands with engaged influencer communities through branded podcasts, live stream content and immersive experiences. The company creates more passionate communities for the world's leading brands around shared interests, values and connections. The Amaze team combines access to celebrities and influencers with unique perspectives and deep media industry roots to create branded content audiences are passionate about and more meaningful connections with communities.

With Amaze, audiences become fans, and brands become stars of the show.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. (www.efi.com)

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