



FOR IMMEDIATE RELEASE

Taktisphere Live! to Explore the Future of Connected Print with “Embellishment 2.0”



Konica Minolta-sponsored event featuring Eddie Davin of bigDAWGS® will examine how print embellishment, electronics, and phygital technology are creating a new generation of interactive experiences.

MELBOURNE, Fla.– Taktisphere will host a special edition of Taktisphere Live! titled “Embellishment 2.0: When Print Embellishments and Electronics Merge” on Thursday, August 20, from 1:00 to 2:00 p.m. Eastern Time.

Sponsored by Konica Minolta, the live virtual event will feature Eddie Davin of bigDAWGS® and explore the rapidly emerging intersection of traditional print, digital embellishment, electronics, and phygital technology.

Print has always been powerful because it is physical. It can be held, touched, opened, displayed, and experienced in ways a screen cannot replicate. Digital embellishment has expanded that power by adding texture, dimension, foil, specialty coatings, and tactile effects.

But what happens when that physical experience becomes connected, interactive, responsive, and alive?

Welcome to Embellishment 2.0.

“The first generation of digital embellishment changed how printed products look and feel,” said Kevin Abergel, founder of Taktisphere. “The next generation could change what those products are capable of doing. When embellishment, electronics, and connectivity come together, print becomes more than something people see. It becomes something they experience.”

During the live session, Davin will unbox real-world applications produced on Konica Minolta and MGI equipment, including personalized LCD video brochures, presentation folders, hardcover videoBOOKS, and variable holographic gift boxes. The unboxing also features die-cut pop-ups, embellished heavy vinyl banners, textured NFC business cards, metal keychains, review stands, and magnets, plus anti-counterfeit donation plaques and certificates using raised varnish and holographic textures.

These applications are no longer limited to experimental prototypes or distant concepts. Many of the underlying technologies are available today, creating new commercial possibilities for printers, converters, agencies, designers, and brands willing to rethink the role of the printed piece.

The conversation will also address the practical business questions facing print providers interested in this emerging category:

- Which connected-print technologies are commercially ready today?
- What markets, brands, and applications offer the greatest potential?
- How do printers sell an experience customers may have never seen before?
- What does production look like when print, finishing, software, electronics, and creative development must work together?
- How can these applications generate measurable value rather than becoming short-lived novelties?

“This is not about adding electronics to print simply because we can,” Davin added. “It is about making print more memorable, useful, measurable, and valuable. The opportunity is to create physical experiences that connect people to digital content while preserving everything that makes print powerful in the first place.”

The event is designed for commercial printers, packaging producers, designers, marketers, brand owners, technology developers, equipment manufacturers, and anyone interested in the future of premium and interactive print.

Embellishment 2.0: When Print Embellishments and Electronics Merge will take place live inside the Taktisphere on Thursday, August 20, 2026, from 1:00 to 2:00 p.m. Eastern Time.

Attendance is free, but advance registration is required.

Register here:

<https://taktisphere.com/c/taktisphere-live/embellishment-2point0>

About Taktiful

Taktiful is a consulting, education, research, and technology company dedicated to advancing the digital print embellishment industry. Through strategic consulting, training, industry studies, events, software, and community education, Taktiful helps printers and manufacturers unlock the creative and commercial potential of premium print.

About the Taktisphere

The Taktisphere is a global print industry community bringing together printers, manufacturers, designers, marketers, technology providers, and thought leaders. The community hosts live events, educational programs, product demonstrations, industry discussions, and collaborative experiences focused on the future of print.

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