

Arved Hübler, born in 1960 in Bonn, studied Physics in Heidelberg and Berlin. His Ph.D. thesis dealt with the Yule-Nielsen effect, a color shift in screened printed images. With his academic degree Hübler joined the Bertelsmann Group, a leading media house. After different positions, he was technical director at Mohndruck in Gütersloh, the largest printing plant in Europe for nearly three years. 1997 he assumed the chair of the professorship Print and Media Technology at Chemnitz University of Technology.