



Sponsored by



and



Complete Quality Control
from Native through PDF.



Meeting Notes, Tuesday 22nd July 2003, London House

Attendees (apologies to anyone not listed):

Altan Fadil, Canon	Andrew Wilson, Unity
Anthony Kay, ACCA	Anthony Newson, Alphagraphics
Anthony Barrington, Admagic	Barney Cox, PrintWeek
Bill Greenwood, Gilchrist	Billy Lucas, Admagic
Bob Marchant, Colour Therapy	Bryan Sunderland
Chris Batson, FT	Chris Bunnett
Chris Kitchener, Adobe	Craig Robertson, KPG
David Brown, Wyndeham Heron	David Jones, Vio
Derek Awalt, Creo	Dominic Hughes, ICP
Gio Canterella, Lowe Broadway	Hannah Newberry, DAL
Iain Bell, F1 Colour	Iain Boyle, OneVision
Jack Bissett, Polestar	Jason Hampton-Taylor, Annodata
Jim Duggan, Headley Brothers	Jody Aird, 4Sight
Maria Machera, Creo	Mike Palmer, Atelier
Mike Watson, TPT	Rich Mason, Emap
Rob Fogwill, Adfast	Robert Thurston, Mullis Morgan
Roy Topp, APPA	Savio Luis, Vio
Chris Knudds, Dupont	Derek Milne, Vio
Damaris Kuzminski, Lowe Broadway	Stephen Douglas
Simon Prais, Typemaker	Stephen Grange, F1 Colour
Steve Davies, Riley	Susan Fakes, PMM
Tim Cox, ROI	Tim Daly, WAM!NET
Toma Habashi, Manson Group	

5 min sponsor update - Markzware

Tim Cox of ROI Distribution kindly updated us as to current activity at Markzware, as follows:

FLIGHTCHECK 5

- Flightcheck 5 September 03 release
- Beta available for those wishing to participate
- Flightcheck 5 Beta URL:

http://www2.markzware.com/betafc514_response.html

MARKSCOUT (Flightcheck Workflow)

- Markzscout V3 Brand change Flightcheck Workflow
- Release: Imminent - to be announced
- URL: <http://www.markzware.com/markzscout/>
- New features:
 - OSX
 - Increased system integration
 - XML (TFS Job ticket) / Preferences / layouts all XML based
 - All variants of PDF
 - In-depth Microsoft support ^ Word, PowerPoint & Publisher

MARKZNET (Flightcheck Online)

- Markznet V1.7 Brand name change to Flightcheck Online
- Release: October 2003
- URL: <http://www.markzware.com/markznet/>
- New Features:
 - XML based TFS files (JDF compliant)
 - Support for all variants of PDF and Microsoft suite
 - New encryption mechanism to lock compressed files
 - Easier set-up

Recent acceptance and endorsement of Markznet as the chosen solution for the PPA in conjunction with VIO creating another milestone for the joint manufacturer partnership who were also responsible for the first working JDF workflow in conjunction with JJays on behalf of Reed Publishing. Continued success in Adfast's adoption of Markznet for the pre-flight of 98% of all UK regional newspapers!

Adobe Acrobat 6 – Chris Kitchener

Chris gave us an enlightening overview of Acrobat 6 and how it differs to previous versions of this industry standard software. He specifically detailed the functionality of the Standard and Professional versions, as you will see from his presentation, which is posted with these notes.

There were two specific questions Chris was asked to feedback on, as follows:

Q. Will Pass4Press specs be included within our software?

A. We are currently working on both Distiller Job options for Acrobat 6, and an InDesign PDF Style, which will conform to the Pass4Press standard. We hope to have this available in time for the next revision of the Pass4Press standard.

Q. Does Acrobat 6 support foreign language annotations?

A. Although Acrobat 5 had limited support for foreign languages within the annotations, Acrobat 6 now fully supports foreign annotations because of its support for double byte font encoding. This means that for example fonts that are Greek or Cyrillic will now be corrected embedded and available with the annotations. Acrobat 6 also supports rich text comments.

If anyone wishes to get in touch with Chris, he can be emailed on chris.kitchener@adobe.com

Communicating Colour – Brent Martin

The idea of this presentation came from several incidents where publishers had seen that the back edge control strips that they use to assess the print quality showed different numbers to the specifications. The differences occurred when measurements had been taken from the new scanning press controls using spectrophotometers and the publisher's own classic densitometers.

This brief presentation is to explore if we need to understand communication with instruments to a greater degree. Especially as we move to a PDF X colour managed workflow that is used with generated profiles.

There has always been the need in specifications to state the definitions of what has been used to create the numbers required. Printers specifications would state if the solid density numbers have been measured with status T or status E densitometers - most times the make and model of the densitometer is included. Is it necessary to do the same now that we are measuring and defining actual colours?

When we measure colour with the new instruments we no longer just use density and dot gain, we define the colour by its CIE Lab values. There are several formulas that express CIE Lab values. CIE Lab 76 is the original and shows the largest numbers for the smallest differences. It is generally thought that when creating profiles CIE Lab 76 should be used for the mathematics to work. However the eye does not always agree with what the numbers tell us. Therefore there have been several attempts to make models that agree more closely with visual perception. CMC and CIE Lab 94 are two such models. These models are used as comparators to show the differences, rather than the creation, of profiles.

This is probably the case with a Colorimeter, which simulates the eye by breaking down the spectrum by the use of filters to show the response in RGB regions rather than plotting the whole visible spectrum. Although some colour management systems use Colorimeters for making profiles, they will not be as accurate as a Spectrophotometer. Colorimeters are excellent for monitor calibration and as comparators.

Is it a given then that if we use Spectrophotometers everything will be accurate? The presentation showed that we still need to communicate information about the instrument used to create the specification and profile to gain the highest degree of control that advertising requires. If our tolerance range for colour accuracy is a delta of 5-6 then we probably do not need to be so specific. It has yet to be established if the advertising community can work to these wide tolerances, which could be viewed as much wider than when we worked with film. If we need to work with tighter tolerances as we did with film then we need to give more information on the definitions that we are setting.

Examples were given with samples that showed the differences when we changed the speed of measurements, and if there was any filtration placed before the optics. To varying degrees these all affect the colours. It was an open question as to how ICC profiles could cope with these differences if the data was not communicated. To answer the original question, if the status of the spectrophotometer was the same as the densitometers then the numbers would equate - but just like densitometers, if the status were different then different numbers would result.

So it is about communication, below is the kind of information that should accompany any colour definition if you need to work to tight tolerances.

- The angle of observation
- The illumination
- Any Filtration
- Measurement backed with white or black backing
- The make and model of the instrument

WITH COMMUNICATION, COLOUR MANAGEMENT WORKS TO DEFINED TOLERANCES

If anyone wishes to get in touch with Brent, he can be emailed on brent.colouremotions@virgin.net

AdsML – David Jones

David gave us an introduction to AdsML, which is a new standard to simplify and accelerate the advertising process. It is his strong belief that we will start to see prototypes of true workflows incorporating XML, JDF and AdsML by Drupa. David's presentation is posted with these notes and we have asked him to update us when appropriate.

DAL Website

DAL UK will soon have it's own website which should be in place by the October meeting. This will contain a DAL overview, meeting notes, useful resources and links as well as contacts. It will be linked to the US site, but we will control content, look and feel directly from the UK.

BRIDGs Booklets

DAL UK is in the process of producing an industry guide based upon the very successful BRIDGs booklets in the US, with the addition of some other information. We are hoping to be able to provide DAL members with a copy late 2003/early 2004. We are looking for people to help with certain aspects of the booklet from both a content and production perspective, could any interested parties contact hannah@leafagency.com.

Future Meetings

Our next meeting will be taking place at Digital Solutions, London ExCEL arena on Wednesday 22nd October at 11am.

If anyone has further feedback or would like to put forward a topic for discussion, please email hannah@leafagency.com.

Disclaimer: Please note that this document is merely an interpretation of what took place at the meeting. It is intended to be non-vendor specific and does not quote any individual directly.