
Optimized PDF Workflows

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www.pdf-workflow.com

Session overview

■ Presentations

- *Lydia Varmazis, Adobe Systems*
Creating optimized PDF documents
- *Olaf Druemmer, callas software*
Latest developments regarding PDF/X
- *Stephan Jaeggi, PrePress-Consulting*
Status of PDF workflow today

■ Panel discussion

- *Stephen Grayman, Harvard University*
- *Justine Trubey, R.R. Donnelley*
- *Scott Tully, LTC Group*

■ Question & Answer

- *Everybody*



Lydia Varmazis

- Adobe Systems Inc., San Jose, CA
- Product Manager for Cross Media
- 14 years in Professional Publishing
- BS in Graphic Communications Management
- Executive MBA, Pepperdine Univ., Malibu CA

www.adobe.com



Olaf Drümmer

- **callas software, Germany**
- **Founder and CEO**
- **Developer of**
 - Quark XPress, QPS and QuarkDMS tools
 - Acrobat plug-ins (pdfToolbox, pdfOutput Pro)
 - PDFengine
- **Chairman of „PDF Expert Roundtable“**
- **Contributing author of PDF/X-3 specification**
- **Degree in Psychology**

www.callas.de



Stephan Jaeggi

- **PrePress-Consulting, Switzerland**
- **President**
- **PDF consultant, PDF seminars**
- **Author of four tutorials on PDF Workflow (available for free in English and German)**
- **Member of CIP4 Advisory Board (JDF)**
- **Degree in Print Engineering from ESIG**

www.prepress.ch

Stephen Grayman

- Harvard Printing & Publications Services, Boston, MA
- Prepress/Design Manager
- ...
- BS in Economics from Union College

www.hpps.harvard.edu



Justine Trubey

- **R.R. Donnelly & Sons, Book Publishing Services, New York, NY**
- **Digital Prepress Product Manager**
- **10 years for WW. Norton Projectmanager for corporate base standardization initiative in prepress**
- **BA in Linguistics from Wayne State Univ.**

www.rrdbook.com



Scott Tully

- The LTC Group, Irving, TX
- PDF Workflow Evangelist
- Digital Solutions Group
- Architect and implementer of homegrown trapped PDF for CTP workflow (GammaFlow-1998)
- Member of CGATS WG 6
- Author of Monthly PDF Column "Tully Talk" on printwriter.com

www.ltcgroup.com

Quick survey

- **Who uses PDF for**
 - **Collaboration**
 - **Layout approuvals**
 - **Electronic exchange of annotations**
 - **Transmission of final pages**
 - **Black & white**
 - **Color**
 - **Prepress production**
 - **Preflight**
 - **Imposition**
 - **Color transformation**
 - **Trapping**