

PDF in Print Publishing Workflows

- **Mission of this session**
- **Objectives**
- **Quick survey**
- **Introduction of the speakers**
- **Website of this session**



Mission of this session

- This is not a introduction class to PDF.
- Some of us will get very technical.
- Show you the actual status of PDF workflow for print production.
- What is working fine; what's not working YET?
- We all believe in PDF workflow!
- Nevertheless we will talk a lot about some remaining problems and pitfalls.
- **For 98 % of all print jobs PDF works really well already today !**

Objectives

- **The users should know about the problems in order to be able to avoid them.**
- **We want to push the software developers to resolve these problems by telling them what we need.**

Quick survey

- Everybody **MUST** raise his hand at least once (multiple answers are allowed).
- Who is using PDF for print production?
 - Black & white
 - Color
- Why not:
 - I don't know how to do it.
 - I don't believe it's working.
 - My partners cannot handle PDF files.
 - We used it but we returned to the old workflow.
 - I am with a developer/vendor/system integrator.
 - I am not into print production.
 - None of the above...

Speakers (in alphabetical order)

- **Olaf Drümmer**
- **Liba Hladik**
- **Stephan Jaeggi**
- **Rich Sprague**
- **Florian Süssl**
- **Dave Wolz**



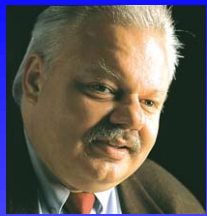
Olaf Drümmer

- Psychology
- Founder and CEO
- callas software, Berlin, Germany
 - www.callassoftware.com
- 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-M specification



Liba Hladik

- **Graphic designer**
- **Digital prepress manager**
- **Dartmouth Printing Company
(Sheridan Group), Hanover, NH**
 - www.dpc-nh.com
- **Web printing for publications**
- **Agfa Apogee workflow**



Stephan Jaeggi

- **Printing engineer HTL**
- **President**
- **PrePress-Consulting, Binningen, Switzerl.**
 - www.prepress.ch
- **PDF consultant, PDF seminars**
- **Author of four tutorials on PDF Workflow (available for free in english and german)**

Rich Sprague

- Director of Marketing
- Monarch Color Service, Sacramento, CA
- Prepress and digital printing (QMDI)
- Contributing editor for PlanetPDF.com
- Author of article on font embedding

Florian Süssl

- Printing engineer FH
- Chief Technology Officer
- Metadesign AG, Berlin, Germany
 - www.metadesign.com
- Design+ agency
- Chairman of the technical advisory board for prepress of FOGRA
- Freelance writer for several trade magazines in Germany



Dave Wolz

- **Prepress Managment**
- **Digital projects manager**
- **Sells Printing Company,
New Berlin (Milwaukee), WI**
 - www.sells.com
- **Commercial web printer**
- **Heidelberg Delta and
Prinergy workflows**

Website of this session

<http://www.pdf-workflow.com>

- Presentations
- Speaker bios
- E-mail addresses

Will be ready tomorrow morning...