

Highend PDF: Latest Developments

- **Use of PDF in
Switzerland and Germany**
- **Expectations**
- **Latest Developments**
- **What we need**
- **More information...**



Use of PDF in Switzerland and Germany

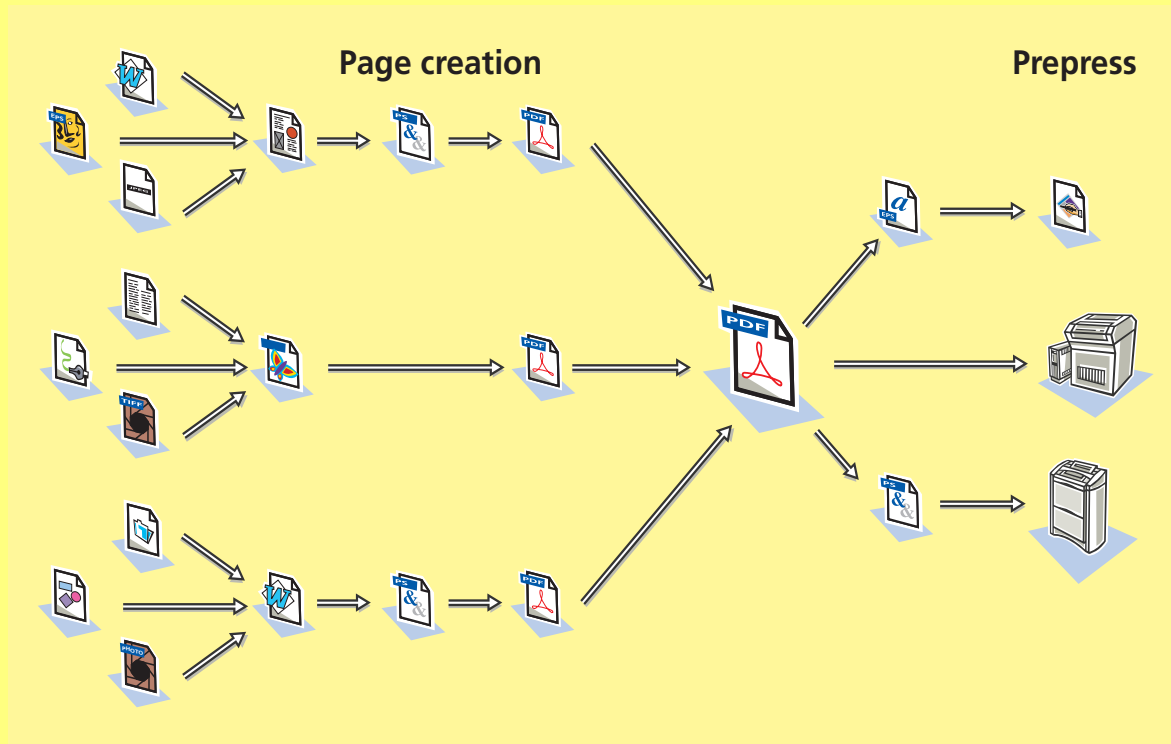
- Digital printing
- Some computer-to-plate sites
- Ad distribution by »PrintOnline«
 - Customers: 149
 - Publications: 170
 - Total # of ads in 1st half of 1999: 13,564
 - # of PDF ads in 1st half of 1999: >12,885 (95%)
- Approval

Big interest – but slow adoption!

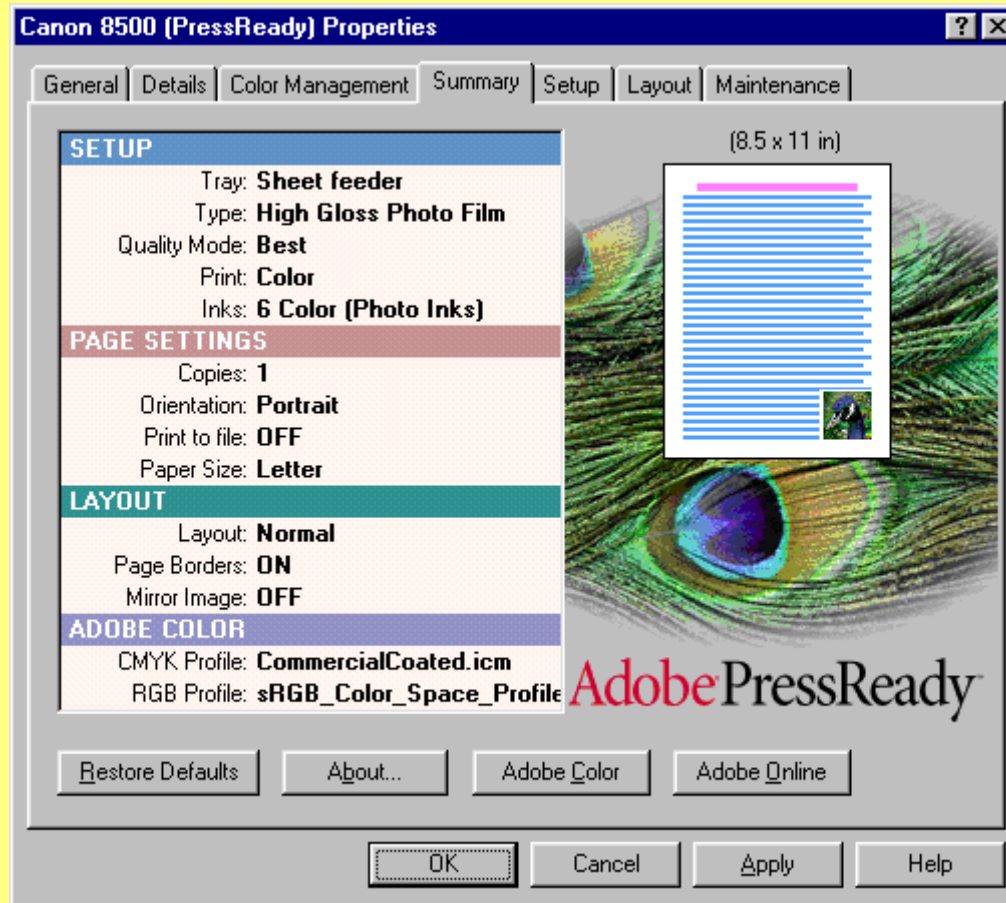


Expectations

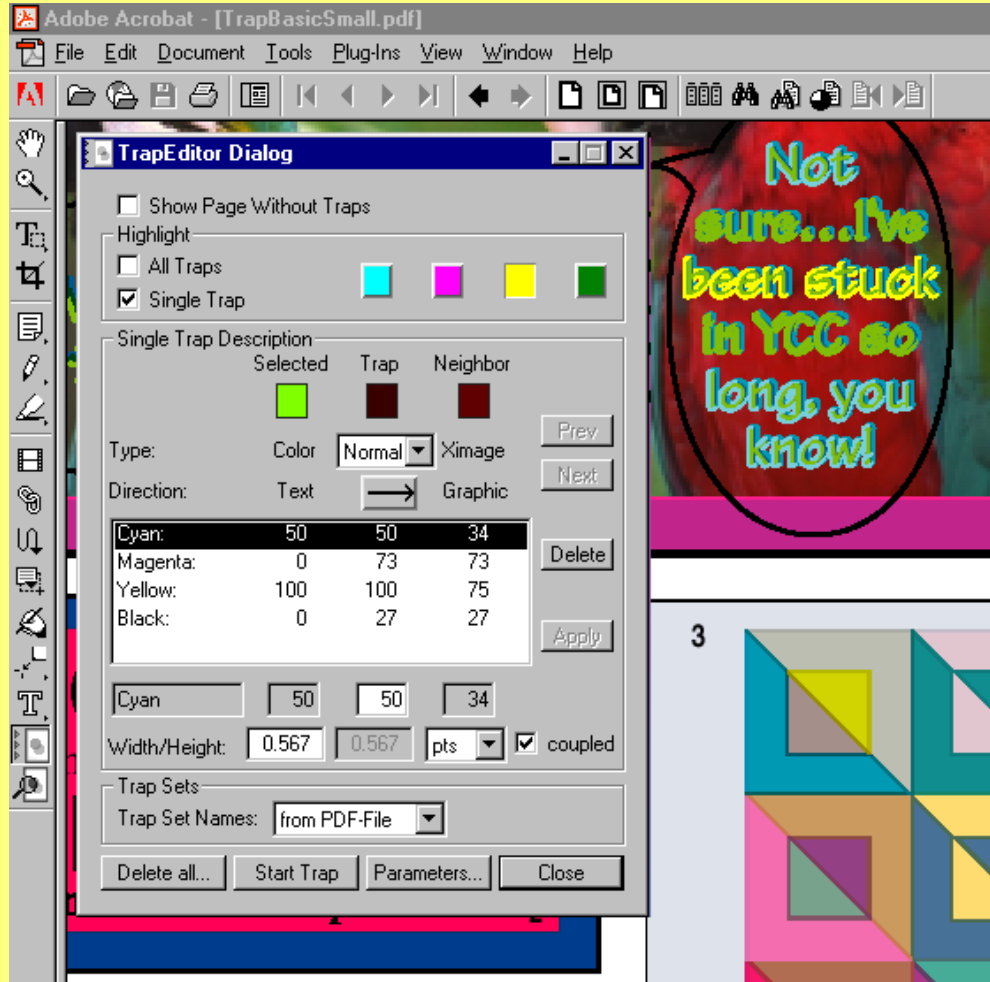
- Reliable data exchange
- Editability (some want it – some don't)
- Standardization



Remote-Proof

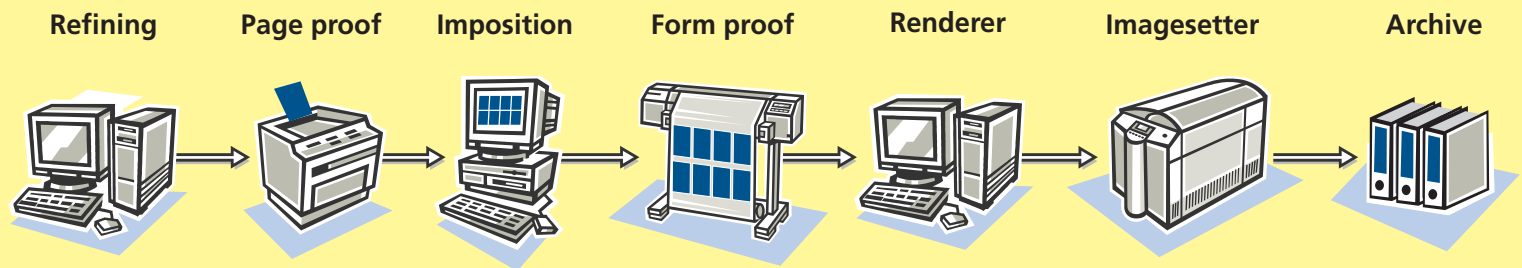


PDF Trapping



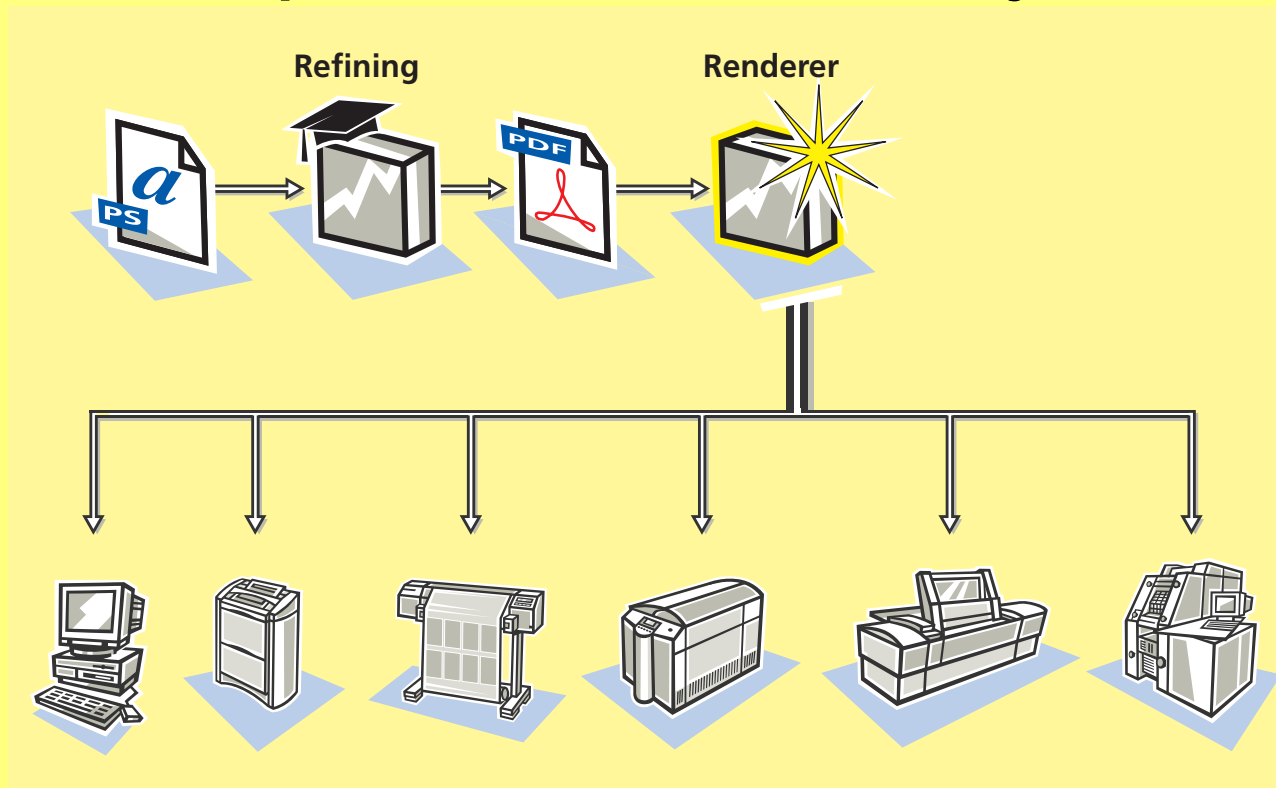
Automation

- PDF workflow systems
- Based on
 - Adobe Extreme
 - Portable Document Format
 - Portable Jobticket Format
- Not all are working completely in PDF!



New paradigm

- »ROOM« is dead (Rip Once – Output Many)
- Long live »IORM«
(Interpret Once – Render Many)



Latest news from the show floor

- **AC&C PDF Organizer**
- **Agfa Apogee Create**
- **Callas BatchProcess Pro**
- **Enfocus Pitstop 4.0**
- **Heidelberg/Creo Prinergy**
- **Helios Imposition**
- **IPTech Imposelt**
- **Lantana CrackerJack 3.0**
- **...**



What we need from...

- **Graphic applications**
 - DeviceN support for spot color gradients
- **Layout applications**
 - DeviceN support for colorized TIFF and spot color gradients
 - Bleed information
 - Better support of composite workflow
 - Trapping (Quark!) or trap zones for PJTF
- **Trapping applications**
 - Executing trapping instructions from PJTF
 - Trapping of PDF objects
 - Interactive/WYSIWYG and batch mode



What we need from...

- **Imposition applications**
 - PDF to PDF imposition
(no conversion into PS, please!)
 - Color separation
 - Export of imposition plans to PJTF
- **OPI servers**
 - Inserting high-res images directly in PDF
(no conversion into PS)
- **Output workflow systems**
 - Complete PDF workflow (no hidden conversion)
 - PDF OPI
 - PDF Trapping
 - PDF Imposition (using PJTF)



What we need in...

- Adobe Acrobat
 - Jobticket editor
 - Crop to Bleed/Trim/ArtBox
 - Printer marks
 - Color management
 - Color separation
 - Preview of overprint
 - Remove bugs!!!
 - ...

This will allow everybody to use a composite PDF workflow!!!



More information...



- www.visionwork.net

Four brochures on PDF workflow in English and German, written by Stephan Jaeggi – published by Heidelberg and Creo

- Basics (released Aug. 29th)
- Management (release Sept. 15th)
- Creation (release Sept. 15th)
- Production (release Sept. 15th)

- www.prepress.ch

Information on PDF for Prepress in english and german (incl. free newsletter »PDF-Aktuell«).

