

EXTREME Color Management Program Guide

Event Co-Chairs:

Erica Aitken, CMG Founder and President, Rods and Cones
Ron Ellis, Consultant and GRACoL 7 Co-Chair, Ron Ellis Consulting
Marc Levine, Director of Business Development, Color Management Group

Day 1

8:00 – 9:00 Registration and Continental Breakfast

Session 1

Session Title: The Metrics of Color (The "LAB" Lab)

Time: 9:00

Duration: 1 hour 15 minutes

Session Leader: Marc Levine, Dir. Business Development, Color Management Group

Panelists: Raymond Cheydleur, OEM Project Manager, X-Rite and Steve Upton, President, Chromix

Overview

In this session, attendees will explore the foundations of measurement values and how they apply to today's print specifications. A panel will discuss their experiences, citing various real world problems and issues encountered. The session will also provide insight into metrics across the workflow....what is measured at different points and how does it all correlate? This session will review basic calibration methodology including linearization fundamentals, plate curves, press curves, and NPDC vs. TVI calibration strategies. Attendees will better understand the numbers by which their systems are calibrated, as well as how those numbers "stack up". (This session does NOT get into "best practice TVI or G7).

Benefits: Clearer Communication AND Reduce Cost of Implementing a Standard

Topics

- ✓ Tolerancing Formulas
- ✓ Meaning of a Color Set
- ✓ Verify that something is in and is out of tolerance.
- ✓ Density, Spectrophotometry, Understand LAB, Colorimetry, Calibration.
- ✓ Targets to look for - which ones
- ✓ How to use the instrument correctly
- ✓ How to measure a press sheet

15 minute break

Session 2

Session Title: Workflow...Up and Running

Time: 10:30

Duration: 1 hour 15 minutes

Session Leader: Son Do, Co-Founder, Rods and Cones

Panelists: Terry Wyse, President, WyseConsul, Elie Houry, President Alwan Color Expertise and Founder, Kee Consultants and Christian Schowalter, GMG Americas

Overview

In session 1, attendees learn about measurement and calibration fundamentals. In session 2, attendees will learn how to move color efficiently from point to point and better understand how to best implement color technology to increase quality and reduce cost.

Benefits: More Efficient Workflow and Reduced Costs in the Delivery of Color

Topics

- ✓ *Device Link Separations*
 - Using DL for color conversions
 - Using DL for G7 and pressroom management
 - Link profile usage: customizing color behavior (solids, traps, overprints), and optimizing for ink savings.
- ✓ *ICC Profiles*
 - Profile verification, optimizing, and editing - How to get the most out of profile verification and profile editing.
- ✓ *Ink Optimizations* - (mostly for web printers) and more importantly print stabilization (though GCR)
- ✓ *ICC transformations in RIPs vs. Photoshop*
- ✓ *Normalizing workflow:* color servers and common workspaces

15 minute break

Session 3 - CMG's Special Guest Speaker

Session Title: The Last 1 Percent – Color Management's Uncharted Territory

Time: 12:00

Duration: 30 minutes

Session Speaker: Don Hutcheson, President, HutchColor LLC

Overview

This session will explore the challenges of the "perfect color match", offering insight to advanced users on the limitations of today's measurement-based, color matching systems. With all the fancy instruments and software we have today, why is it still so hard to get "perfect color"? Don will discuss some of the unsolved issues involved in ICC color management, and suggest some practical work-arounds. He will also hint at about possible future improvements in software, hardware and even the standards upon which color management is based.

15 minute break

Lunch Break

Time: 12:45

Duration: 1 hour 15 minutes

Event Sponsor: Canon USA and X-Rite

Session 4

Session Title: ISO – A European View

Time: 2:00

Duration: 1 hour 15 minutes

Session Leader: Neil Barstow, Imaging and Colour Management Specialist, Colourmanagement.net

Panelists: Florian Suessl, Director of Technology, Berliner MetaDesign AG and Thomas Holm, Color Management Consultant, Pixl Aps

Overview

The panelists will share their experience with the practical implementation of the ISO 12647-2 offset printing standard and how this improved customer's satisfaction regarding predictable and repeatable color results. Driven by print buyers the industry managed to successfully implement the worldwide ISO 12647 printing standard instead of a regional standard. Beyond that printers and prepress bureaus realize the benefits for a seamless, smooth and effective print publishing workflow. Photographers, designers and last but not least the print buyers appreciate the reliable visualization of the to be expected print result.

Topics

- ✓ ISO 12647-2 core parameters: CIELAB coordinates for the ink solids and tv_i; respective aim values and tolerances
- ✓ History and successful use of helpful means/ tools for the implementation of the ISO standard provided by the organizations FOGRA, ECI and bvdm
- ✓ How to setup a press step by step (practical implementation of the ISO standard)
- ✓ Differences between G7 and ISO and what that means for print buyers, pressmen and prepress operators
- ✓ Conclusion with regard to future standard

15 minute break

Session 5

Session Title: All for Naught!

Time: 3:30

Duration: 1 hour 15 minutes

Session Leader: Matt Fehn, Director of Technology, La Crosse Litho Supply

Panelists: Bruce Bayne, President, SpotOn! Press LLC, Jim Raffel, CEO, ColorMetrix, and Glenn Andrews, Color Analyst, Schawk, Inc.

Overview

If the paradigm in the the pressroom does not change, investments made to increase quality and reduce cost are "All for Naught". Today more than ever,

color consciousness in the press room is the key factor to realizing the benefits of color technology. The color behavior of a press is the ultimate gating factor on the quality of the print. In this session, attendees will explore tools and methods for evaluating press color (not just density), and what kinds of practices may be used for keeping color in control.

Topics

- ✓ Without Process Control in the pressroom what is the impact on color?
- ✓ What is realistic in the press room?
- ✓ Diagnostic Methods will help you understand what is realistic in the pressroom.
- ✓ Use of visualization tools to illustrate the points being made by the speaker.
- ✓ Show specific tools can be used to de-mystify what is being done in the pressroom.
- ✓ Procedures in the press room with an emphasis on the foundation that underlies all the press calibration that sits on top of if whether ICC based or curve based.

15 minute break

Session 6

Session Title: Town Hall Discussion

Time: 5:00

Duration: 1 hour 15 minutes

Session Leader: Ron Ellis, Consultant and GRACoL 7 Co-Chair, Ron Ellis Consulting

Participants: Everyone in the room!

Overview

A town hall meeting where leading color management experts can engage in open discussions. This session is designed to help drive the agenda for the color management research projects of CMG Partner, IDEAlliance, for the upcoming year.

Topics:

Print predictability is a key issue across the print media supply chain. What are the key factors to enhance print predictability? In what ways can industry specifications and best practices be enhanced to attain print predictability?

Brand and content owners are moving images and work across media – whether to the printed page in a magazine or catalog and wrapped around buses. What are key best practices to enhance the workflow to attain better cross-media? In what ways can industry specifications and best practices be enhanced to move cross-media?

Advertisers, advertising agencies, and brand owners are working globally. How can we – globally – move to universal color data sets? What are the roadblocks? How can we as an industry make it happen?

What recommendations would you make to the specification-making groups, GRACoL and SWOP, to enhance acceptance and utilization of the specifications?

The industry has discussed going “proofless” and virtual or monitor proofing has

advanced the movement to change. How can we speed up going “proofless”?

Where are we going – G7 works better than ever, but even so there must be ways to improve it. How can we make G7 even better and what type of support to G7 Experts and users need?

ISO and G7. G7 is based on ISO. How many experts are consciously making sure their G7 calibrations also match ISO? How many understand the connection between GRACoL and ISO? If GRACoL calibrations can match ISO, then when you a buyer ask for ISO instead of just asking for GRACoL along with a confirmed ISO match?

Inkjet presses – what does it mean for the industry, how long do we have, and how does G7 relate to these new technologies?

EXTREME Color Management Reception

Time: 6:15

Duration: 1 hour 45 minutes

Session Leader: Lida Jalali Marschke, Founder, Color Management Group

Event Sponsor: X-Rite and Canon USA

Day 2

8:00 – 9:00 Registration and Continental Breakfast

Session 1- Keynote – General Session for EXTREME & SPECTRUM

Session Title: Learning to Ride the Waves: Crisis Management with Change Management

Time: 9:00

Duration: 1 hour

Keynote Speaker: John Sheehy, President, John P. Sheehy & Associates

Overview

In changing times, it is easy to fall prey to reacting to the crisis of the day with diminishing returns. By focusing on how people and organizations can anticipate and navigate change, publishers can deliberately move their companies from reactionary mode to responsive mode, allowing them to consciously plan, execute and sustain critical business strategies. This presentation will provide the simple tools for creating a culture of disciplined people, thoughts, and actions in mastering change from three perspectives:

- I: Personal Change Dynamics (Personal Effectiveness)
- WE: Managing Change (Effective Team Relationships)
- IT: Organizational Change Dynamics (Positive Outcomes)

Mr. Sheehy is president of John Sheehy & Associates, a firm providing consulting to print and online publishers in the areas of strategic planning and new business development. A former publishing executive with experience in both entrepreneurial

start-ups and turnarounds, Mr. Sheehy's twenty-plus years of publishing leadership spans a variety of business models, including small and large-scale consumer magazines, B-to-B publications, enthusiast publications, and advertising-based websites. In addition to strategic planning, Mr. Sheehy also facilitates executive retreats and management workshops.

Session 2 – General Session for EXTREME & SPECTRUM

Session Title: The Global Print Workflow

Time: 10:00

Duration: 1 hour 15 minutes

Session Leader: Ron Ellis, Consultant and GRACoL 7 Co-Chair, Ron Ellis Consulting

Panelists: Joe Fazzi, Vice President, Print Media, IDEAlliance, Tonia Williams, Williams & Partner, and Markus Weber, Head of Production, Nureg, GmbH

Overview

The use of specifications and standards have made globalization a reality in the printing industry. Now more than ever buyers can pick and choose where to move their work, as well as how to save on materials, travel, and shipping by using more efficient workflows that can span continents. Economic factors have made it more cost effective than ever for overseas vendors to print in the US, especially if the US is the final destination for the final printed piece. This seminar will focus on methods and techniques used to create efficient global workflows, as well as how to evaluate and provide return on investment information for these workflows.

Topics

- ✓ Why globalization makes sense now
- ✓ What standards and specifications are in play in the global market
- ✓ Ways to streamline production workflows
- ✓ Spanning continents with a global workflow
- ✓ ROI methods for Globalization

15 minute break

Session 3 - Concurrent Session for EXTREME & SPECTRUM

Session Title: Green Workflow from Advertising & Design Agency Perspective

Time: 11:30

Duration: 1 hour 15 minutes

Session Leader: Erica Aitken, President, Rods and Cones

Panelists: Trish Wales, Partner, Roloc coloR, Peter Montgomery, Moquin Press, Belmont, CA, and Jimmie Stone, Partner, Executive Creative Dir., Green Team USA

Overview

Advertising and Design agencies are in the unusual position of being both clients and vendors. They work for an end user and broker services and products from vendors. They have the opportunity of playing two roles for the environment. Increasingly they are being asked questions about sustainability and going green. What's an advertising and design agency to do? Attaining a small carbon footprint makes no

sense unless the company remains profitable while working with available and renewable resources.

Here are key issues we will explore:

- The trouble spots and pitfalls to define green and sustainability from the customer point-of-view. Save your customer from the sins of greenwashing by understanding the do's and don'ts of the consumer market.
- Color management is critical to managing waste and resources. With either a softproofing system, or accurate hard proofing, many hours of guessing and savings in paper and ink.
- Color Management is not only critical to the success of a design, it is a cornerstone of sustainability for a firm. A soft proofing system coupled with accurate hard proofing saves time, dollars and a potential launching platform for a marketing strategy wrapped around environmental responsibility.
- Examples of sound office environments
- Going Green is good for the wallet. A sound office environment is a cost effective one.
- Purchasing products and services that are ecofriendly is a basic tenet of sustainability. This includes printer selection as well as substrate and design materials.
- What are the considerations looking at a printing company

Lunch Break

Time: 12:45

Duration: 1 hour 15 minutes

Session 4 Concurrent Session for EXTREME & SPECTRUM 360

Session Title: Pressroom Color Management

Time: 2:00

Duration: 1 hour 15 minutes

Session Leader: Eric Magnusson, President, Left Dakota

Panelists: David Piccus, Wizard of Color, Piccus 4 Color and Chris Hamilton, Color Supervisor, Paragon Press

Overview

Session will give an overview of pressroom calibration options, quality assurance and color management applications. Where applicable, prepress and color management workflow considerations will be discussed as well as functions that will directly affect the pressroom. Calibration methods will be discussed as well as advanced topics such as device link profiles and ink reduction products. Technical session will focus on workflow and implementation of calibration methods, quality

assurance products and device link profile/color management workflow. Management session will focus on cost savings, press efficiencies and return on investment issues.

Topics

- ✓ G7 Calibration methodology and how it impacts pressroom/prepress. Why would one choose G7 Method over conventional methodologies such as TVI?
- ✓ Quality assurance tools (IDEALink Curve, SpotOn! and others).
- ✓ Calibration curves vs. color management (ICC profiles, device link profiles)
- ✓ Color management and device link workflow considerations.
- ✓ Overview of available software tools.

15 minute break

EXTREME Color Management Program Adjournment

Note:

Order, timing & speakers are subject to change.
Daily start and end times will not change.

EXTREME Color Management Exhibitor Information

Exhibit Set up: 8:00 am until 12:00 noon Monday

Exhibits Open: 12:00 noon Monday

Exhibits Close: 3:30 pm Wednesday

Exhibits Breakdown: 3:30 – 5:00 pm Wednesday

EXTREME Color Management Exhibitors

Alwan Color Expertise
Apollo Systems
Canon USA
ColorMetrix, LLC
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Epson America
GMG Americas
IDEAlliance
Just Normlicht
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Mid-States Graphics
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SpotOn! Press, LLC
The Color Management Group
X-Rite/Pantone



EXTREME Color Management Event Sponsors

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EXTREME Color Management Hotel Information

Reserve your room at the **New Orleans Marriott** for the conference. When you make your **hotel reservations**, please let the New Orleans Marriott know you are coming in for the **EXTREME Color Management** event.

See Link Below for booking rooms in the **EXTREME** room.

New Orleans Marriott

555 Canal Street

New Orleans, LA 70130

New Orleans Marriott Web Site: neworle

1.800.654.3990

\$135.00 single/\$145.00 double

register here: [New Orleans Marriott >>](#)

<http://www.marriott.com/hotels/travel/msyla-new-orleans-marriott/?groupCode=ECMECMA&app=resvlink>

EXTREME Color Management Questions: Call 1.877.COL-RMGT