



*For Immediate Release*

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The Color Management Group Announces “**EXTREME Color Management**”  
to be presented in New Orleans September 16 & 17, 2008.

**San Jose, CA, April, 22, 2008** - To fill a void in color management education at the extreme level, the Color Management Group today announces the launch of **EXTREME Color Management**, a first time event offering sessions that provide comprehensive technical information and insights into the newest color management techniques and technologies *plus* a track designed to help managers make decisions about implementing color management techniques and technologies. This event will be presented entirely by Color Management Group members, in New Orleans, LA, September 16<sup>th</sup> & 17<sup>th</sup> 2008. The content is targeted for color management implementers and general managers who want to learn from experts who actually use color management tools on a day-to-day basis. Program co-chairs include Erica Aitken of Rods and Cones, Jim Rich of Rich & Associates and Ron Ellis, of Ron Ellis Consulting.

**EXTREME Color Management** will, for the first time in an open industry forum, address advanced technical issues that color management “geeks” seek to explore and discuss. This event will provide insights into the newest advances in color management tools and provide a forum for industry discussion to develop requirements for new color management products, guidelines and specifications to be addressed in the coming year. In the spirit of revitalization, a variety of approaches will be employed including open roundtable technical discussions - where controversial issues can be debated by those who use – and those who develop the technology; “how to” instruction for procedures crossing product lines used in the trenches; ask the expert sessions featuring specialty “niche” products; and, town hall discussions to benefit the industry overall. More information can be found at [www.ExtremeColorManagement.com](http://www.ExtremeColorManagement.com).

Lida Jalali Marschke, Founder and Marketing Director for the Color Management Group, states “Our new event is designed to address advanced color management topics that are not currently available at other color management venues. New color management tools and new tool capabilities will be highlighted to help color management specialists remain on the leading edge of technology. A town hall meeting where leading color management “geeks” can engage in open discussions is designed to help drive the agenda for the color management research projects of our partner, IDEAlliance, for the upcoming year. A management track running in parallel with SPECTRUM will provide the information managers need to make decisions about implementing the very same techniques and technologies that are discussed in the technical sessions. We plan to share information, have fun, and get the word out about our experts”.

Ron Ellis, of Ron Ellis Consulting, CMG member and G7 Committee Chair remarks “The CMG training sessions have always been excellent. I have learned things in these sessions that I could never find anywhere else. They are an impatient bunch, so they get right to the point, and the information has always been current and first rate.”

Bruce Bayne, President of Alder Technology, CMG Founding Member and creator of SpotOn! Software exclaims “It is always a pleasure to meet and exchange ideas with the professionals involved with the Color Management Group. The amount of industry knowledge and press room experience at these training sessions make them invaluable”.

**EXTREME Color Management Co-locates with SPECTRUM, G7™ Summit and G7™ Experts Re-certification.**

Beginning Sunday, September 14, IDEAlliance will be holding a G7 Experts Re-Certification training program. The G7 Summit follows on Monday, September 15. **EXTREME Color Management** will be presented on Tuesday September 16 and Wednesday September 17, with the annual IDEAlliance SPECTRUM Conference presented on September 17 and 18. Attendees will attend the SPECTRUM Keynote Presentation on September 17 and parallel tracks will be provided later that day. David Steinhardt, CEO of IDEAlliance, comments “We are happy to partner with the Color Management Group to provide a forum for advanced color management topics. As the understanding of the science of Color Management advances, an educational event that addresses leading edge questions and issues is critical. We look to this color management “think tank” to drive the color management R&D efforts of the IDEAlliance Print Properties Working Group throughout 2009.”

According to Dianne Kennedy, Vice President of Publishing Technologies and the IDEAlliance GRACoL<sup>®</sup> and SWOP<sup>®</sup> Program Director, “Traditionally IDEAlliance has used its fall SPECTRUM conference to drive the technical agenda of the Association through open industry discussions at its town hall meetings. By adding both our new G7<sup>™</sup> Summit and partnering with the Color Management Group to offer an advanced color management meeting, we hope to spark additional industry discussion that will result in new technical action items for 2009. Having attended the Color Management Group’s private technical events in the past, I recognize the quality of their programs look forward to helping provide color management technical content of this caliber and currency to the entire industry.”

#### **About the Color Management Group<sup>™</sup>**

The Color Management Group, founded in 2003, is a growing worldwide “think tank” consortium of premier independent consultant based resellers and their Silicon Valley Distributor who share technical information and work together to conduct marketing activities. Members provide pre-sales assistance, product sales, integration, training, and technical support of color management solutions and G7 related technologies. The groups’ alliance companies bring copious years of experience supporting clients across continents and industries while maintaining direct relationships with leading vendors. CMG members hold myriad technical certifications and host a broad array of educational WebEx sessions, seminars and events that provide knowledge and insights into the newest techniques and technologies on an ongoing basis – thus providing a technical beacon and watchdog to our industry. More at [www.colormanagement.com](http://www.colormanagement.com).

#### **About The G7 Summit**

The G7 Summit is the official IDEAlliance event that focuses on the G7<sup>™</sup> Proof to Press Calibration Process that is at the heart of the IDEAlliance SWOP<sup>®</sup> and GRACoL Guidelines and Specifications and that serves as the basis for ANSI/CGATS TR003, TR005 and TR006. The Summit will provide technical updates, case studies, the G7 Calibration Tolerances Report Card as well as G7 industry awards. Technical topics for the 2008 summit include G7 techniques beyond sheetfed offset, a discussion about G7 inks and the impact of optical brighteners on the G7 process. In addition to a gallery of G7 proofs & printing will be displayed. The IDEAlliance G7 Summit will be presented September 15 in New Orleans, LA.

#### **About the SPECTRUM Conference**

SPECTRUM, now in its 31st year, engages executives from across the print media supply chain to explore and validate current and emerging technologies, to identify where the application of technology can result in cost savings and efficiencies that will help print be competitive and to provide a path to facilitate additional content distribution services. One-third of the SPECTRUM participants have key management and executive roles with titles of president, CEO, COO, publisher or vice president and another third have titles of director or manager. SPECTRUM 32 will be presented September 17-18 in New Orleans, LA.

#### **About IDEAlliance**

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization that has been a leader in information technology and publishing since 1966. IDEAlliance advances core technology to develop standards and best practices to enhance efficiency and speed information all facets of publishing – creation, production, management, and delivery of knowledge-based content – digitally and in print. IDEAlliance members represent a unique convergence of the leading brand owners, agencies, publishers, printers, materials suppliers and solution providers. IDEAlliance provides a user-driven, cross-industry, and open environment in which its members can strategize, innovate, standardize, and implement solutions to real business challenges in publishing. GRACoL, SWOP, and G7 are all specifications developed by IDEAlliance working groups and committees. See <http://www.idealliance.org> for more information.

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