

FOR IMMEDIATE RELEASE:

**Bruce Bayne, One of the First Color Professionals to Receive Title
“GRACoL Certified Expert”**

Portland, Ore. February 13, 2006, Bruce Bayne, Owner and President of Alder Technology, is one of only seven color print consultants in the nation to earn the title “GRACoL Certified Expert.” Bayne was selected as one of the first experts due to his knowledge base, impeccable reputation and years in the industry.

Throughout 2004 and 2005, the GRACoL (General Requirements and Applications for Commercial Offset Lithography) Committee of IDEAlliance developed an unambiguous description of how good commercial printing "appears" to the eye on a Number 1 press sheet and developed new calibration and process control methods that make use of spectro-photometry and CTP to enable printers to quickly and accurately replicate visual appearance on any press or proofing system. This methodology is known as G7.

“G7 is a tremendous step in improving color standards in the United States, and will go a long way in controlling color consistency between printing presses,” said Bayne. “The benefit to printing customers is higher quality and more consistent printing. For the printer, G7 represents a breakthrough in the methodology of controlling color on press resulting in improved efficiency. For the print customer, sending their jobs to G7 certified printers will ensure they receive similar results from different print vendors regardless of the printing process.” Bayne added, “Today, this is not happening. The US has been lagging behind Europe in setting standards for print production and G7, when adopted internationally, will create a methodology for controlling the printing process that will virtually eliminate the color inconsistencies this industry is suffering from today. I am honored to have been selected as one of the first to complete the extensive training and certification process.”

According to Don Hutcheson, Chair of the GRACoL Committee and President of Hutcheson Consulting, “The G7 methodology is not an attempt to create new standards but a way of utilizing existing ISO (International Standards Organization) Standards in a more efficient and effective way. The G7 methodology is revolutionary because it is the first specification designed to reliably and efficiently match the visual appearance of multiple devices by defining gray balance and neutral print density curves instead of the traditional method of measuring tone value increase (dot gain) for each color.”

Dianne Kennedy, VP of Publishing Technologies and GRACoL Program Manager for IDEAlliance stated, "Certification of GRACoL Experts is a key milestone in the advancement of GRACoL and the printing industry in general. We now have a team of Experts who can extend the use of the new G7 process to advance the printing industry. We are honored that such a respected industry professional participated in our initial certification and look forward to working closely with him in the future."

GRACoL® is a registered trademark of IDEAlliance.

About Alder Technology

Alder Technology specializes in Color Management and Pre-Press Workflow hardware and software. Alder Technology helps Printers, Publishing Companies, Graphic Design Firms, Ad Agencies, and Photographers maximize the return on investments by

increasing productivity while reducing errors and producing high quality printed images. Bruce Bayne, Owner and President of Alder Technology, has over 30 years in the industry and is a GRACoL Certified Expert. Learn more at www.aldertech.com.

About GRACoL®

In 1966, a graphics arts task force was formed by the Graphic Communications Association (now IDEAlliance) to develop a document containing general guidelines and recommendations that could be used as a reference source across the industry for quality color printing. Since that time, the GRACoL Committee has developed, maintained and published printing guidelines that have since become de facto standards in many pressrooms. The mission of GRACoL is to improve communications and education in the graphic arts by developing best practices that reflect the influence and impact of new technologies in the workflow of commercial offset lithography. GRACoL is a registered trademark of IDEAlliance. Learn more at www.gracol.org.

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 information technology to develop standards and best practices to enhance efficiency and speed information for 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 publishers, printers, 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. See www.idealliance.org for more information.

CONTACT INFORMATION:

Monique Tindall
Alder Technology
P: 503-543-0243
C: 503-720-9749
moniquet@aldertech.com
www.aldertech.com

###