



NEWS RELEASE

For Immediate Release June 29, 2006

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IDEAlliance Certifies New G7™ Experts

Industry Experts to Advance the G7™ Proof-to-Print Process

Alexandria, VA, June 29, 2006. The International Digital Enterprise Alliance (IDEAlliance) today announced that a training program hosted by Foremost Graphics in Grand Rapids, MI, has prepared a new group of leading color management and on-press consultants to bring new G7 tools and techniques to the industry.

Background

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 sheet and developed new calibration and process control methods that make use of spectrophotometry and CTP to enable printers quickly and accurately replicate visual appearance on any press or proofing system. 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 NPDC (neutral print density curves) instead of the traditional method of measuring TVI for each color.

Steve Smiley, Chair of the IDEAlliance Print Properties Working Group (PPWG) and Director of Engineering at Vertis, Inc. added, “The good news is that recent experimental press tests conducted by PPWG indicate that G7 can be applied to any type of printing. G7 is not just for commercial printing but for publication printing, news printing, flexographic printing and more. This means that separations or files generated for one printing method will have a similar visual appearance if printed by another method. The G7 process has generated a great deal of excitement among print buyers because by following this methodology, we can print on virtually any type of press and on any substrate while maintaining a common visual appearance.

Dianne Kennedy, VP of Publishing Technologies and GRACoL Program Manager for IDEAlliance stated, “Certification of GRACoL Experts is an important way we can advance adoption of GRACoL across the printing industry. Following this session we will have trained Experts from the United States, Latin America, Europe, China, Hong Kong and Australia. We are honored that such respected industry professionals participated in this training program and look forward to working closely with these consultants in the future.” Ms. Kennedy continued, “We advise printers to visit www.gracol.org/experts/ to locate an Expert who can assist them with press calibration and printing to G7. The Experts work as our agents to qualify printers who are routinely using G7 to be identified as IDEAlliance MasterPrinters.”

About the GRACoL Experts Program

In order to extend the reach of the new G7 printing methodologies for industry professionals, IDEAlliance established the GRACoL Experts Program. Experts are individuals with established experience in color management and pressroom techniques. Each candidate has participated in hands-on G7 training and have demonstrated their ability to train their clients to implement the G7 press-to-proof process. These

experts serve as IDEAlliance agents to qualify MasterPrinters throughout the world. To learn more about experts near you, visit www.gracol.org/experts/.

The Who's Who of GRACoL *Certified Experts*

As a result of the recent certification program, the following new industry professionals have been identified as certified *Experts*. They join a team of other Experts who provide expert training and consulting services in support of GRACoL and G7:

- Advance Graphic Systems Ltd., Cy Tang
- Color Management Group, Earl McGhee
- Color Management Group, Angus Pady
- Foremost Graphics, Dan Froehlich
- G. E. Richards Graphics Supply, Wayne Frey
- H. A. Metzger, Charles Francis
- H. A. Metzger, Steve Sweetapple
- Ink Systems Inc., Paula Gurnee
- LaCrosse Litho, Matt Fehn
- LaCrosse Litho, Jeff Meek
- Leo Paper Group, Andrew Fong
- One Source Printing & Graphics, Joachim Hackl
- Prepress I.T., Dan Wilson
- Superior Printing Ink, Matthew Kulengosky
- Superior Printing Ink, Teri Kummer
- Universal Print Alliance, Inc., Eric Mou
- X-Rite Corporation, Scott Harig

A Note of Thanks

IDEAlliance wishes to recognize those organizations whose products and services made the GRACoL Experts Certification training possible:

- Foremost Graphics
- Sappi Fine Paper, North America
- X-Rite Corporation

About Foremost Graphics

Founded in 1968, Foremost Graphics offers a full line of integrated services, which include design, fulfillment, printing, and packaging. Located in Grand Rapids, MI, Foremost's three divisions — printing, mailing and fulfillment, with over 65 employees and 70,000 square feet of facilities, provide a diversified range of services for its clients. Foremost Graphics was nationally recognized in 1999 by American Printer and NAPL as the 10th fastest growing graphics company (printing and fulfillment) in the nation.

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 (General Requirements and Applications for Commercial Offset Lithography) Committee has developed, maintained and published printing guidelines that have since become de facto standards on 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 <http://www.gracol.org>.

ABOUT G7™

G7, the new IDEAlliance proof-to-print process, is based on principles of digital imaging, spectrophotometry, and computer-to-plate (CtP) technologies. G7 is currently being applied to many types of printing including commercial and publication printing, newsprint and even flexo. This new methodology utilizes the existing ISO 12647 Standards as the basis for good printing. G7 requires printing with inks defined by ISO 2846-1 so that the dry solids measure as close as possible to the ISO CIE Lab values for seven colors — the four primary colors and three 2-color overprints specified in ISO 12647. Because our goal is to specify a simple calibration process that will help the printers reliably achieve a close “visual match” from proof to press, G7 breaks from tradition by focusing on colorimetric data for gray balance in the mid-tones rather than on densitometric aims, i.e. dot gain, for each color. G7 is named for its gray scale calibration technique and the 7 ISO ink colors it requires. G7 is a trademark of IDEAlliance.

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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 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 <http://www.idealliance.org> for more information.



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