

## 1. Participants:

Adloff, Michael	Unternehmensgruppe Vignold
Albaum, Lothar	Axel Springer Verlag AG
Bestmann, Dr. Günther	Heidelberger Druckmaschinen
Bierfreud, Robert	Eurohueco
Böhm, Oliver	Mohn Media
Brües, Dr. Stefan	Uni Wuppertal
Diekjobst, Jörg	Broschek Tiefdruck
Dolezal, Dieter	Werner Hirte GmbH & Co.
Drümmer, Olaf	Callas Software GmbH
Dufner, Wolfgang	Burda Advertising GmbH
Euler, Joachim	Public P3 GmbH
Flatau, Lutz	ColorMedia
Koch, Karl	Color Solutions Consulting
May, Liane	Gretag Macbeth
Meinecke, Karl-Michael	BVDM
Otto, Klaus-Herrmann	Albert Bauer KG
Rann, Jens	Appel Grafik Hamburg
Rewer, Jörg	Laudert Innovative Medientechnik
Rewer, Renate	Laudert Innovative Medientechnik
Romberg, Ottheinrich	Der Spiegel
Schaub, Urs	Ringier Print AG
Schmidt, Barbara	SKN Medienvorstufe
Schmidt, Henrik	Springer&Jacoby
Schmidt, Maren	Repro 68
Schoeppy, Rainer	Neckermann Versand AG
Stender, Gabi	Freie print Produktion
Süßl, Florian	Metaservices AG, Berlin
Theissen, Josef	Bauer Druck Köln

### 1.1. Words of welcome by W. Dufner and Dr. Brües

Brief introduction of the firm of Burda given by W. Dufner.

Dr. Brües expresses his thanks for the invitation and for the perfect organization.

## 2. Agenda

Dr. Brües adds 4 points to the agenda:

**New Member of the Advisory Committee**  
**Andreas Allzeit Leaves the Advisory Committee**  
**Invitation to Working Group Session**

**New Working Groups:**

IFRA Proofing Test  
Standardizing Newspaper Printing

Brief introduction of the participants

There are four new members:

Mr Bierfreund, Eurohueko, Barcelona  
Mr Theissen, Bauer Druck Köln  
Mr Schaub, Ringier, Switzerland  
Mr Schoeppy, Neckermann AG, Frankfurt

### **3. Organizational Matters**

Minutes of the Last Meeting  
Approval of the Agenda  
List of Members and Acceptance Criteria  
New member of the Advisory Committee  
Invitation Working Group Session  
Initiation of the PR Work  
Transfer of Web-Admin

#### **3.1. Minutes of the Last Meeting**

OK

#### **3.2. Agenda**

OK

#### **3.3. List of Members and Acceptance Criteria**

Again a brief explanation about procedures:  
How are new members taken up and what prerequisites must first be satisfied:  
Substantial contribution  
International presence  
Lobbyist

If it is not absolutely clear whether these prerequisites are met, a trial membership might be possible, K.-M. Meinecke suggests.

The majority of the plenum takes the view that the previous procedure is fairly good and that a trial membership at this stage is not required.

O. Drümmer mentions the "guest option" (invitation of non-members) suggesting that this is adequate. Dr. Brües and H. Schmidt also add that, in the event of inactivity, the Advisory Committee can propose the exclusion of a member.

List of Members: The list of members shown on the Web server is incomplete. Those members not correctly listed should submit their personal data before the next meeting (to J. Rann, the new Webmaster, see below).

Dr. Bestmann argues that there should be no entitlement to completeness as far as the public list of members is concerned. H. Schmidt objects that the ECI members stand by their association with the ECI and that there should therefore be no "secret" as to who is a member.

K. Koch suggests the following compromise:

Name and company name are required, the rest (short portrait and e-mail address, and possibly even address and phone number) is optional.

O. Drümmer proposes checking the activity of the members using the mail list and burying any "dead bodies" on file. This proposal is accepted. A call for "response" is therefore to be made via the list.

### **3.4. New Member of the Advisory Committee**

With A. Allzeit's leaving the Advisory Committee Dr. Brües proposes Olaf Drümmer.  
Proposal accepted unanimously.

O. Drümmer accepts the appointment.

### **3.5. Invitation to Working Group Session**

Invitations have so far only been issued by the heads of the working groups. To avoid political faux pas, the following procedure must be observed in future:

Responsibility for the final invitation lies with the chairperson of the working group.

If new participants are to be accepted to the working group, the existing members of the working group must be consulted (mail dispatch). These shall then have a short period to decide on the invitation. The result will then be announced by the chairperson of the working group or by the person issuing the invitation.

### **3.6. Transfer of Web-Admin**

O. Drümmer briefly explains the status of the server transfer to J. Rann's field of responsibility.

Brief discussion on whether there is a need for further services.

J. Diekjobst remarks that there might well in future be an increased demand for mailing lists. O. Drümmer adds that, from a technical standpoint, there would be no problem in handling such increased traffic.

As for the offer by the ERA to take over the Web services, there is no need for this at present.

#### **4. PR - Public Relations**

J. Diekjobst remarks that, in the course of his work, he is repeatedly confronted with the low level of recognition of the ECI.

ECI members must continue to publicize ECI policies and the results achieved.

K.-M. Meinecke advocates an increase in the number and prominence of events organized by ECI members of behalf of the initiative. Seminars and lectures (at congress level) are the sorts of organized events that are most needed. J. Diekjobst and G. Stender will organize such seminars during the year 2001.

A regular troop of speakers willing to participate in such events must be drawn up.

M. Adloff suggests the FORUM as another possible platform for presentation of the ECI and its mission.

Suggestion made by Dr. Brües: The Web-Admin should request from the members short quarterly reports on ECI activities, these to be placed on the website. The website is, after all, the primary medium of communications.

K.-H. Otto remarks that, even in connection with the colour standard ECI V 1.0 repeated communications sent to O. Luft without his having passed these on, so far. Dr. Brües will look into this matter to identify where exactly the bottleneck is.

H. Schmidt suggests attracting more publicity by means of interviews, leaving the journalists to deal with the press-related preparatory aspects.

H. Schmidt proposes selecting 5 outlets (titles) and choosing those to engage in the interviews from among the working groups of ECI members. This proposal receives a positive resonance.

O. Luft is to prepare an e-mail distribution list of journalists and multipliers who are to be kept informed of the latest news. The names of each and every ECI member with a substantial comment to make on the ECI and its activities will be sent to them.

M. Adloff promises to check whether the PR department in his company, currently under development, is in a position to make a contribution here.

Dr. Brües remarks that it is always difficult for a single person acting on his or her own behalf to formulate an article or announcement on the activities of the ECI, but that this might be simplified somewhat if one person were to be permanently responsible for the obtainment of such statements.

L. May promises to take this on for a certain period of time and to invest more effort on the field of PR.

## **5. PDF/X-3**

Dr. Brües again summarizes that the activities of the ECI in the working groups correspond to the "overall picture" of ECI assignments.

O. Drümmer states briefly that in the field of PDF/X-3 several press articles are available or are soon to be ready (Deutscher Drucker, Seybold, MacUp)

### **5.1. Report on the ISO Meeting in Swansea**

O. Drümmer also reports on the vote to adopt PDF/X-1 as an ISO standard, the results of which were announced at the meeting of the ISO in Swansea. The results of the vote: PDF/X-1 in its original form was rejected as an ISO standard with a vote of 73.5% (75.1% required).

O. Drümmer again recounts the history of PDF/X-3 and then reports on the ISO Meeting in Swansea:

In Swansea the draft was introduced as PDF/X-3 by O. Drümmer and Stefan Jaeggi. The discussion was a very constructive one. PDF/X-1 and PDF/X-3 will continue to be used in parallel. It was also recognized that there are conceptual shortcomings in PDF/X-1 that still have to be rectified by the American colleagues.

It is possible, in the view of O. Drümmer, that PDF/X-3 and PDF/X-1 might be accepted next year as equal ISO standards (unless something unforeseen happens).

The next formal step is the so-called "Committee Draft", in the context of which PDF/X-3 will be sent to all members who will then have a 3-month period to express an opinion. These opinions will first be taken into consideration, then the draft will pass on to the voting phase, which lasts for a period of 5 months.

If no one votes against the draft, PDF/X-3 could be adopted in the late autumn as an ISO standard.

In Germany the draft on PDF/X-3 for DIN standardization is already prepared and will be submitted in December.

### **5.2. Differences in the Two Proposals for PDF/X-1 and PDF/X-3**

O. Drümmer again explains the most important differences between PDF/X-3 and PDF/X-1: X-3 allows other colour options to be used than Device CMYK.

There is a mechanism by means of which the sender can document, in PDF file, the proof profile he has used. In the adopted standard there will be a mechanism for transporting this information. The receiver will then be able to understand the proof and can himself prepare a proof, similar - or identical - to the sender's.

However, PDF/X-3 also allows process-adapted data without a description to be sent via a profile. This is important, so that even companies that still have no functioning Color Management Workflows can make use of correct PDF/X-3 files.

### **5.3. Tools for PDF/X-3**

H. Schmidt asks about the tools planned for PDF/X-3.

O. Drümmer explains the progress made:

BVDM, EMPA/UGRA secure the financing of these tools.

One tool will be able to check whether a PDF/X-3 file is correct.

The tool is able to imbed the profile(s) and to write information defining PDF/X-3 into the PDF file. It also enables extraction of the profiles and information at the receiver's end.

The tool will be a free Acrobat plug-in and should be available around Easter 2001.

A brief discussion takes place on how PDF/X-3 can be used in a practical way (Gravure).

#### **5.4. Which Workflows are Recommended by ECI?**

The ECI will not include a non-profile-defined dispatch of process-adapted data in the ECI guidelines!

The ECI prefers workflow variants that make use of profiles.

These will be included in the White Paper in the field of file formats.

J. Diekjobst suggests taking PDF/X-3 on in the White Paper as the only recommended PDF data format and updating all affected areas of the White Paper accordingly.

#### **5.5. Other Matters Relating to PDF/X-3**

H. Schmidt demands that a PDF/X-3 tool also checks tagged profiles, since otherwise a correct result cannot be guaranteed at the receiver's end.

O. Drümmer and R. Rewer argue, however, that the sender can create the tagged profile using a proof. If this proof is satisfactory it can be assumed that the PDF/X-3 is also okay in terms of its colouring.

L. May suggests addressing these problems in the workflow guidelines. In this connection it will also be explained in the White Paper which standard applications can be used to create PDF/X-3.

O. Drümmer proposes a PDF/X-3 working group. A list of participants will be prepared. O. Drümmer. will see to the coordination.

As to the matter of file safety, digital signatures will be proposed for use with PDF/X-3.

## 6. ECI Guidelines

D. Dolezal remarks in general that the appendices in the White Paper should be completed. Especially in the field of Offset the White Paper still provides no user support whatsoever for the market. Dr. Brües would like, in this connection, to revive the Offset working group.

H. Schmidt remarks that the offset activities have broken down because of a strategic problem. To limit the scope of this topic, a small group in which Dr. Brües is involved should be formed to discuss the problems.

A short discussion follows to identify the aims that a revival of the Offset working group should have, following which the Offset working group is revived. Leadership of the group is again to be assumed by Oliver Böhm and Florian Süßl.

An extended development of the attachments, e.g. measured-value file IT8, is adopted. L. May and F. Süßl will attend to Appendix 10.

At the next meeting the topic of "media wedges" will again be discussed.

The catalogue-production attachment can be resorted to as a basis for the attachment on advertising production. The work on the "Catalogue Production" attachment will begin as soon as the AK Tiefdruck [Gravure Working Group] has agreed on a reference colour field.

## **7. Working Groups:**

### **7.1. AK Tiefdruck [Gravure Working Group]**

The future "Ref. TD" is to replace the "OV 4.01". It is still not clear, however, what is to be done with the "ECI-Anzeigen 1.0" reference. The engravers agree that there should, or must, be only one reference colour field.

At present the proof copies and production runs from the working group are being measured by UGRA and FOGRA. The results will then be checked against the tolerance range. The main European engravers are involved in the effort and the group has grown very noticeably.

J. Diekjobst expresses his very positive attitude towards the activities of the working group. K.-M. Meinecke remarks that the primary objective is an ISO standard with a variety of classes of paper.

The current form of the draft for such standardization still contains offset values in the tables for the paper values. Please do not be irritated by this.

Brief report by Dieter Dolezal on the ERA meeting.

Résumé: There is a great demand for workshops and for hands-on training, even with the ERA.

### **7.2. Jobticket:**

The pilot phase is over. There were some problems with the software during the project.

The support provided by those involved was sometimes less than optimal. In particular, it was not possible to find a media agency prepared to cooperate in terms of passing on e-t-f-data to a daily newspaper.

The publishing side, by contrast, showed great interest.

W. Dufner states that in the VDZ field a working group for online bookings is also involved in this topic.

The next step must be to stipulate what the further requirement of all of those involved is for a Jobticket, especially in terms of any necessary infrastructure. This will be gone into at a meeting to be held within the next few weeks. K.-M. Meinecke remarks that the persons from "VDZ Online-booking" involved must be present at this meeting and states that he will see that they are invited or will at least establish contact.

The VDZ is working on an advertisement booking system.

W. Dufner says that, from the standpoint of the media agencies, a competitive situation currently exists between three different systems, and that the media agencies are not prepared to become involved in using several systems.

O. Drümmer says that the driving force must be the publishers, since none of the others involved in the process are prepared to start any initiative. H. Schmidt supports this view. In his opinion the media agencies see no increment value and therefore have no primary interest in introducing a Jobticket.

Until there is a central body which can serve as a contact point and exchange for e-t-f information, the process will not be further developed and will not be applied.

Fr. König from Callas will send out invitations to the above-mentioned meeting and will report back to the ECI.

### **7.3. IFRA Proofing Test**

K.-H. Otto reports that the ColorManagement Working Group of the IFRA has met in Amsterdam.

The main topics were:

Automatic Image Correction (in which connection a tool was presented by the firm of Agfa) and clarification of the question as to whether the available proofing systems and adaptations are of any practical use for the daily newspapers (this topic was covered by the firm of BEST).

The proofing test was printed by 26 daily newspapers. 12647-3 ISO was to be derived or created from this proofing test. Those taking part expressed their willingness to implement the future ISO standard in their businesses.

The test shows that, using the original paper intended for circulation as a proof substrate, a good proof-copy consistency can be obtained.

It was also interesting that, in using very white papers as proof substrates, the limits of the measurement technology were clearly apparent. One suggestion for alleviating this problem was to set up 2 measurement rows (with and without port filters) and to take an average.

With the three planned IFRA profiles there is a scale-of-reference definition, at least according to Mr Werfel of the IFRA. These three profiles will cover the following processes:

CTP + negative copy

Positive copy

Old procedure.

K.-H. Otto remarks that, in his experience, the profile of the Mannheimer Morgen brought good and reproducible results throughout the federal republic. The profile can be obtained from [www.ifra.com](http://www.ifra.com) or from Mr Otto or Ms M. Schmidt.

H. Schmidt advocates distributing the measuring data via the ECI distributor.

If this is to be done, the corresponding appendix in the White Paper must, in the view of Dr. Brües, be prepared.

L. May suggests completing the TZ Workflow Attachment in the White Paper together with the IFRA.

This will be undertaken by M. Schmidt, R. Rewer and K.-H. Otto.

## 8. Rendering Intents

Due to a lack of time the submission by Dr. Bestmann will be postponed until the next meeting.

Dr. Bestmann reports on an attempt of the ICC to discuss a new model aimed at eliminating inconsistencies in the CMMs on the one hand and at removing GamutMapping from the responsibility of the profile-makers. GamutMapping would then be carried out solely through a module in the CMM.

The aim is to arrive at a stage in which the colour profile consists only of the measuring data. The rest is prepared by the CMM. A technology called CAM (Color Appearance Matching) would also be applied to account especially for the lighting influences at the source and target points, thereby integrating the environmental conditions into the matching process. One disadvantage is that the profiles have to be recalculated anew every time. This would nevertheless make the GamutMapping process foreseeable.

Dr. Bestmann remarks, however, that the feasibility of such an approach appears doubtful.

Discussion on the possible implications of such a model.

Dr. Bestmann and Dr. Brües agree that the fault liability of such a system would notably increase. K. Koch adds that the calculation capability required for such a procedure is not available at present. Moreover, the profiles could not be passed on alone, but would have to be accompanied by the manufacturer-specific GamutMapping module, which again raises the question of feasibility in connection with such a workflow.

The ICC has also asked whether one or more user groups have requests or suggestions relating to improvements in the Color Management Workflows.

A new ICC specification will be launched on the market in the coming year. This will require alteration to the current tools (new profiling tools, new CMMs).

The alteration involves mainly the specification of the tags. New tags will be introduced (which colour names and colour locations), while input and monitor profiles will in future contain rendering intents. Even the processing of grey profiles will become safer.

The specification is downwards compatible, i.e. "old" profiles can be reused. The new specification will come into effect in November, 2001.

## 9. Other Matters

The next meetings:  
Spring 2001 in Munich at the FOGRA  
Middle of the year in Hamburg  
End of the year in Berlin (Metadesign)

First date: 2<sup>nd</sup> March in Munich, subject to confirmation by the FOGRA, which has meanwhile been given.

K.-M. Meinecke presents the schedule of BVDM, whose organized events could again serve as a roof under which to house the activities of the ECI.

Dieter Dolezal, 24.11.2000