# ECI Meeting on September 8, 2000
Location: Holiday Inn Crowne Plaza, Hamburg

## 1.　Welcome (Dr. Stefan Brues and Joerg Diekjobst, Broschek)

Participants:

– Michael Adloff, Dieter J. Maetz GmbH, Vignold, Ratingen
– Lothar Albaum, Axel Springer Verlag, Hamburg
– George Battrick, European Rotogravure Association, München
– Dr. Guenter Bestmann, Heidelberg, Kiel
– Oliver Boehm, Mohn Media, Gütersloh
– Prof. Dr. Stefan Brues, Bergische Universität, Wuppertal
– Holger Darjus, Einsatz Creative Production, Hamburg
– Joerg Diekjobst, Broschek Druck, Hamburg
– Dieter Dolezal, Werner Hirte GmbH & Co, Hamburg
– Dr. Friedrich Dolezalek, FOGRA, München
– Olaf Druemmer, Callas Software, Berlin
– Wolfgang Dufner, Burda Advertising Center, Offenburg
– Lutz Flatau, Color Media, Hamburg
– Monika Kenzler, Gruner + Jahr, Hamburg
– Liane May, LOGO, Steinfurt
– Karl-Michael Meinecke, bvdm, Wiesbaden
– Oliver Luft, Scholz & Friends, Hamburg
– Klaus-Hermann Otto, Albert Bauer KG, Hamburg
– Jens Rann, Appel Grafik, Hamburg
– Jörg Rewer, Laudert, Vreden
– Renate Rewer, Laudert, Vreden
– Wolfgang Riekmann, Heinrich Bauer Produktions KG, Hamburg
– Maren Schmidt, repro 68, Hamburg
– Gabi Stender, Lowe, Lintas + Partner, Hamburg
– Florian Suessl, MetaDesign, Berlin

## 2.　Organizational Matters

### –　New Members:

Proposal for three new members:
Mr. Albaum, Axel Springer
Mr. Bierfreund, Eurohueco Druck Spanien
Mr. Schaub, MG Druck Sofingen
Mr. Diekjobst introduces Mr. Bierfreund and Mr. Schaub.

Dr. Brues determines that the task forces already solved the membership question by inviting the persons they want to attend their meetings.

### –　Public Relations

Which system may lead to a better representation of ECI? E.g. the task forces' results have to be published in a better way. J. Diekjobst of the gravure task force reports from a run onto ISO gravure printing standards.

Dr. Brues suggests to plan less goals but to carry them out in a more reliable way.

Mr. Druemmer: The working groups should write documentations of their work which can be published on our web site. The writing of public relation releases should be out-sourced to a professional service bureau. Mr Druemmer will ask a person in Hamburg which could probably do this.

Dr. Brues tries to compile a list of major tasks.

Mr. Diekjobst will publish a PowerPoint presentation on the work of the gravure task force.

Definition: The task forces' chairpeople shall provide documents (minutes from their meetings) based on which an external author will then write appropriate press releases. Mr. Druemmer will contact „Pressemitteilunsverfassungsservice" which will write a press release on the gravure task force's work. The distribution will be organized by Mr. Luft.

Mr. Otto mentions an existing report from the advertisement task force which has not been re-distributed neither to the media nor to our web site. The members of this task force have already been working with a reference color space for gravure printing.

Re-definition: The advertisement task force's report will be translated first.

Mrs. May proposes Henrik Holmegaard as translator. Mr. Battrick will contact him.

Mr. Luft will be the co-ordinator for the translations.

These members will contribute as follows:
Mrs. May on ECI Guidelines.
Mr. Druemmer on PDF/X for testing purposes.
Mr. Otto on the advertisement task force.
Mr. Diekjobst on the gravure task force.

The abstracts shall be sent to Mr. Luft who will have the service bureau mentioned above write press releases.

- **White Paper**

Two problems:
Dr. Brues is looking for a student who can take charge of completing the white paper.
Translation: Mr. Meinecke thinks that the first translation should be revised. Fewer copies than expected were distributed during the DRUPA show.

- **Web server**

Mr. Druemmer wants to hand over the responsibility for ECI's list server and web server from 2001 on. He also asks the content providers to exactly define what shall happen to the informations transmitted to him. Understanding himself as a web server admin he cannot find out himself whether old informations have become obsolete and where and in which way the provided informations shall be placed.

Mr. Rann volunteers for this responsibility—thank you!

Mr. Battrick is the only committee member being able to judge the quality of the English translation. He will co-ordinate the revision of the English content of ECI's web server. Deadline is our next meeting on November 24, 2000 located at Burda Verlag.

## 3.    PDF/X Project

Mr. Druemmer met Stephan Jaeggi in order to develop a draft on supporting blind exchange of preprint data. This project's code name is „PDF/X-M".
PDF/X-1 undergoes an approval process in ISO.
Summary of ECI's criticism:
PDF/X-1 is based upon PDF 1.2 (duotones, spot colors, ICC profiles).
PDF/X-1 supports OPI-like constructions ("externally referenced files") for which no tool is available.
PDF/X-1 only supports the CMYK color model.

Among others this is one reason why it is not suitable for a workflow in accordance with the ECI Guidelines.

Important differences of PDF/X-M:

Other color models are supported, e.g. ICC-based RGB, Lab.
An additional profile is embedded describing the creator's intents ("Single Intentended Printing Condition"). The receiver can use this SIPC information to create a proof which is (nearly) identical to the one provided by the sender. The SPIC is expressed by means of a CMYK-based ICC output profile.

The following definition is given to include those working without a color management system: A PDF is a PDF/X-M if all colors are in device CMYK and separations. Should this be the case a tag has to define the intended printing conditions.
A tool providing the additional tasks for PDF/X-M compliance is currently under construction. This tool will be available free of charge. There will be commercially distributed versions which can distinguish between different flavors of PDF/X-M and based on these informations can drive different workflows.

The tool will be available as a plug-in for Adobe Acrobat checking a PDF for PDF/X-M compliance. Furthermore there special job options for Adobe Acrobat Distiller preventing errors during the creation of PDF/X-M files will be made available.

Discussion on handling of ICC-based CMYK, device CMYK, and tagged RGB.

12:45pm—1:30pm Lunch break

Discussion where device CMYK makes sense:
Different possibilities are discussed how PDF/X-M can be created using currently available applications and at which points in the workflow the tools presented by Mr. Druemmer should be applied.

Mr. Luft proposes a new task force on PDF/X-M. The proposal is accepted.
The PDF/X-M task force will consist of Mr. Druemmer (chairman), Mr. Albaum, Mrs. Rewer, Mr. Adloff, Mr. Dolezal, Dr. Dolezalek, Mr. Diekjobst, Dr. Brues, Mrs. Schmidt, Mrs. May, and Mr. Schaub.

During the next ISO meeting a presentation of PDF/X-M and a proposal towards an ISO standardization of PDF/X-M will be given. What remains open is the level of acceptance.

Independently from that the DIN committe is discussing a proposal for DIN standardization of PDF/X-M. Dr. Dolezalek points out that an existing DIN standard might lead to a better acceptance in the ISO committee.

Schedule: unknown as for the ISO activities. The tools will probably be available in Q1/2001.

A revision of ECI Guidelines shall enter into PDF/X-M.

## 4.    Job Ticket

During the last meeting the contents of the previous job ticket format were completely revised because it pointed out that they were sub-optimal.

Mr. Dufner reports on the experiences during the test run. Although the job ticked was filled out with data the media data were missing at S&J.
Major media agencies should be involved in the test run because otherwise the success of the job ticket might be endangered.
A media agency was indeed involved in the S&J test run but their data never arrived at Burda Verlag in Offenburg.

Mr. Druemmer explains the different stages of the test run:

Only a small number of businesses should be involved in the first stage.
Media agencies shouldn't be involved before the second stage.
A third step should also include newspaper publishers, and the number of agencies and printers should be extended.

Mr. Meinecke explains that the job ticket may support a whole process. The problem consists of synchronizing the single steps of this process. It would be obvious to everyone involved that a total support of every single step was not always possible.

Mr. Druemmer points out that several infrastructural questions cannot be solved before the end of the test run. E.g. a cental clearing point which coordinates the reception and redistribution of data may become necessary.

Schedule: The third stage of the test run will be finished in October 2000.

Dr. Brues states that the test run has developed very well and that final results may be presented at our next meeting in Offenburg. The ECI task force will define the contents but they will not be involved in the final implementation and the possible political arguments connected with the implementation.

According to Mr. Druemmer the tools are available, the implementation for different computer platforms is planned.

It is pointed out that e-t-f and JDF aim at different areas of the workflow and that they are not related to each other.

## 5.  Catalogue and Rotogravure Reference Color Space Task Forces

It is investigated whether the rotogravure reference color space by the advertisement task force can be used for catalogue publishing, too. Mr. Diekjobst's presentation is available in German language at http://www.eci.org/files/download/ak_tiefdruck_aug2000.pdf.

Discussion on the further steps.
Dr. Dolezalek points out that the characterization data should be provided instead of ICC profiles.

Besides the characterization data profiles created by the three major profiling softwares (ColorBlind, ProfileMaker, PrintOpen), a GMG (*.MX4), and a Digital Cromalin (Waterproof) color table will be published.

## 6.  News from the ICC

Apple held a ColorSync breakfast during the Seybold conference within the scope of which a presentation of ColorSync in MacOS/X was given:
Ther will be a profile inspector tool cabable of three-dimensional visualization of gamuts.
There will be several new tools, the existing features will still be available.
The API will be identical to the present implementation.

Question: What is the Adobe CMM?

Dr. Brues explains that Adobe developed their CMM because of the lacking support for ColorSync on non-Macintosh platforms. This leads to the problem that Photoshop for Windows exclusivley supports the Adobe CMM.
The differences between the different CMMs are very small (exception: Imation which go their own way, their Engine actually is not a CMM).

Compliments for Mrs. May who coordinated and wrote the ECI Guidelines. Several ICC members said that "there has never been a manual for ICC workflows as outstanding as this one".

There has been a proposal for a publication by ECI and ICC. On one side this is honorable, on the other side this involves a lot of work to be done. A single person has to be responsible for this task. Acording to Dr. Brues Mrs. May is the only possible person.
Dr. Dolezalek, Mrs. May and Dr. Brues agree to take this task upon theirselves.

## 7.  Sundry Matters

### –  Mrs. May's proposal for a proofing test run by IFRA

IFRA asked for the participation in a proofing project to achieve a more intensive co-operation of IFRA and ECI.
The project is called "Proofing For Newsprint" ans shall find out which ICC-based proofing systems are most suitable. Participants: Mr. Adloff, Mr. Otto, Mrs. Rewer, and Mrs. Schmidt.

## – Mr. Druemmer on Article in MacUp, ColorBlade, and Debits and Credits of Color Management

The article in issue 10/2000 of the MacUp magazine is a gain. Everyone should read it. The various problems of users of color management mechanisms are pointed out. On the other side it is thinkable that novices may lose faith in using ICC-based workflows.

ColorBlade is some kind of profile juggler that besides other features provides new possibilities for black channel generation.
It is especially important to have a real piece of software to compare the results of different profiles. Therefore it is an interesting entry-level and testing tool. Mr. Druemmer points out that there is a need for sowftware with a ceartain kind of "sex appeal" to lose the fear of entering into the scope of ICC technologies.
Mr. Druemmer also suggests a better motivation of users to implement ICC workflows. There is a psychological problem too because potential users surrender to the complexity of the problem.

Mrs. Rewer notes that it is difficult to master the standard applications.

Debits and credits of color management: The users face a long distance and a narrow path to their destination, therefore not everyone finally succeeds.
Therefore an important issue for ECI will be entry-level training for potential users to take an interest in color management.

## – Next Meeting

The next meeting will be held on November 24, 2000 at Burda Verlag in Offenburg at 10:00am.

## – Invitations for the meetings in 2001:

Munich (FOGRA),  Berlin (MetaDesign/callas), and Hamburg are defined as locations.

Special thanks go to Broschek for the invitation and the outstanding catering.

End of the meeting: 4:05pm.

Dieter Dolezal, September 11, 2000
Joachim Euler, September 26, 2000 (translation)