

# Invitation



## Introduction to PSR V2

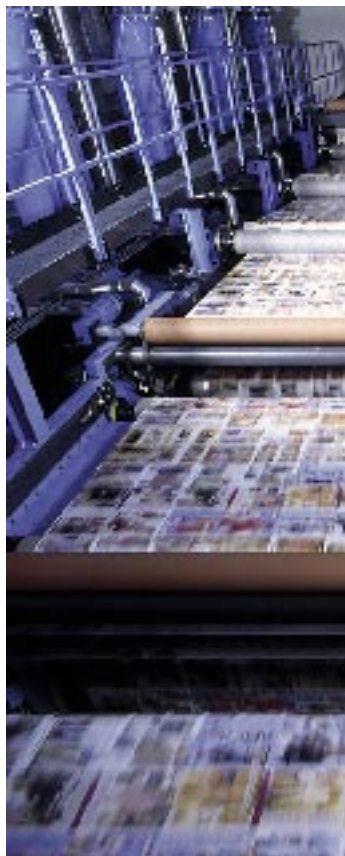
25 June 2009

Cologne, Hotel Maritim



We invite print customers (publishing houses, catalogue publishers), repro houses, printers, the trade press and supply industries, to learn about Version 2 of PSR – the Process Standard Rotogravure specifications of the European Color Initiative for colour management of publication gravure printing – and why and how to change to it.

All presentations will be given in English and German with simultaneous translation.



### 10:00-10:30 Coffee/registration

#### 1. Why a new version of PSR?

**Bernhard Schmidt, Prinovis Nuremberg,  
Chair of ECI Gravure Working Group**

- Problems with Version 1, reasons for the new reference print
- How was the revision made?
- What has changed / Naming convention for Version 2
- Advantages of Version 2 over Version 1

#### 2. Implementation in Production – Printing

- Three ways to calibrate the process (ISO/TC 130 Draft 10128)
- Experiences of printers

#### 3. Implementation in Production – Repro

- Availability of Proofer profiles / ICC
- Round Table on daily production
  - What does it mean for my Databases?
  - How can I change image files from V1 to V2?
  - Ad delivery – today's problems, tomorrow's opportunities
  - Current experience with the new Standard

### 12.30-13.30 Lunch

#### 4. First customer experiences with V2 production

- IKEA, Baur-Versand

#### 5. Standardisation

- Process Control Standard ISO 12647-4 (bvdM – Karl Michael Meinecke)
- Proofer Certification – Media Wedge
  - Profile status: gmg, ICC profiles
  - Tolerances / Experiences and deviations
- Standard for ink set: colour and transparency (ISO 2846-3)
  - Overview, where does gravure lie
  - Standardisation proposal with tolerances

### 14:45-15:15 Coffee

#### 6. Open discussion with panel of experts to answer questions

- RGB vs CMYK Workflow
- Discussion of questions from the participants

### 16:30 End of meeting

European Rotogravure  
Association (E.R.A.) e.V.  
Swakopmunder Straße 3  
81827 München  
Deutschland

Tel: +49 (89) 4395051  
Fax: +49 (89) 4394107  
E-Mail: [info@era.eu.org](mailto:info@era.eu.org)  
[www.era.eu.org](http://www.era.eu.org)

Please register for the meeting by e-mail or fax using the form provided on p.2 ►

# Booking Form

Send to: European Rotogravure Association (E.R.A.) e.V.  
Swakopmunder Straße 3, 81827 München, Deutschland  
Email: info@era.eu.org  
Fax to: +49 (89) 4394107

## ERA Introduction to PSR V2

Number of Persons: .....

Name(s): .....

.....

.....

Company: .....

Address: .....

Email address .....

Phone number: .....

Fax number: ..... Date: .....

Signature: .....

## Event-Location

Hotel Maritim  
Heumarkt 20, 50667 Cologne  
Phone +49 (0) 221 2027-0  
Fax +49 (0) 221 2027-826

### Hotel accomodation

ERA has reserved a room allotment in the conference hotel. In case you need hotel accommodation, please book directly at the hotel by 3 June (booking code: 1EUR240609). The hotel charges 149,- EUR for the single room and 188,- EUR for the double room.

### Cancellation policy

The hotel will charge no-shows and room cancellations.  
ERA reserves the right to cancel, defer or modify the event proceedings without prior notice.