

# ASSURING QUALITY AND EFFICIENCY IN MEDIA PRODUCTION

**\* See back cover to save an additional \$100 off early registration pricing**



44th Annual  **IPA** | *Technical Conference*



**CONFERENCE TRACK**

*General Sessions and Keynotes*  
*Learning Labs*  
*Supplier EXPO*  
**PLUS: G7 Summit**

**RESEARCH TRACK**

*Digital Print Forum*  
*Proofing Roundup*  
*JDF Roundup*  
*JDF Test-Drive*

**JUNE 8-10, 2009**  
**INTERCONTINENTAL O'HARE HOTEL**

**The premier event for showcasing the latest advances in premedia technologies and workflow innovations**



## NOW is the time to reduce costs, improve quality and add competitive advantage through technical innovation!

### ABOUT THE IPA TECHNICAL CONFERENCE

Surviving—and thriving—during turbulent economic times requires taking advantage of new business opportunities and managing your production workflow more effectively. This is what the 2009 IPA Technical Conference is designed to accomplish!

Conference attendees learn about the effective integration of new services and gain a better understanding of color reproduction—all of which can improve business development and enhance profitability. Attendees test-drive the latest tools in workflow efficiency, participate in hands-on computer labs, and get the most up-to-date and relevant research results found in graphic communications.

### WHO ATTENDS?

Production professionals and business managers within premedia, print, creative agency, studio, publishing, and in-house operations who are seeking to:

- Improve the quality of digital and print media production;
- Streamline their marketing execution activities and workflows;
- Reduce their clients' time to market;
- Manage brand color consistency more effectively.



### WHY YOU SHOULD ATTEND!

At the IPA Technical Conference, you'll gain critical knowledge and skills to give your company—and your clients—a significant competitive edge.

Building your company's knowledge base of media production innovations and best practices will speed your workflow, reduce costs and offer your clients significant quality and cost advantages.

At the IPA Technical Conference, you'll gain a better understanding of how technology alone is not the answer but how you implement technology is the key to maximizing your resources, increasing your production efficiency and, ultimately, improving your company's profitability.

In addition to in-depth general sessions, insightful keynotes, hands-on computer labs and supplier EXPO, the Proofing RoundUP, JDF RoundUP, JDF Test-Drive and Digital Print Forum offer exhaustive testing and analysis on many of our industry's newest technologies and process innovations. Be the first to hear test results that will help assure your company properly matches your technologies and capabilities with your unique needs and market conditions.

# THE LEADING PREMEDIA WORKFLOW CONFERENCE

June 8–10, 2009 • Intercontinental O'Hare Hotel • [www.ipa.org/tech](http://www.ipa.org/tech)

## CONFERENCE TRACK

### General Session and Keynotes

Independent experts will offer real-world analysis and best practices for the most vexing premedia workflow issues.

### Learning Labs

Experience hands-on training with critical workflow processes and software applications on state-of-the-art workstations.

### Supplier EXPO

Take advantage of 1-to-1 discussions with the most experienced technical experts from leading equipment and software suppliers.



## RESEARCH TRACK

### Digital Print Forum

The world's leading digital press manufacturers have put their systems through an exhaustive examination of color integrity, repeatability and recyclability.

### Proofing RoundUP

Comparative tests of hard and soft proofing will reveal the state of proofing today.

### JDF RoundUP

Tests will identify areas in which JDF integration is—and is not—working.



### JDF Test-Drive

You're in the driver's seat as suppliers walk you through their JDF workflow step-by-step.

## PLUS

**G7 Summit**  
Monday - June 8, 2009  
8:00 AM – 4:00 PM

**G7 Summit**  
A Conference of IDEAlliance

Today's market conditions demand reduced makeready times, consistent color quality and a get-it-right-the-first-time production process. Buyers are demanding G7 qualifications from their solution providers. Learn what you need to know to stay at the leading edge of the competition.

The 2009 G7 Summit features:

- **UPDATED** G7 How-To and Specification
- **NEW** processing of G7 Master Status
- **LATEST** developments for G7 Expert Consultants and G7 Professionals
- **REDEFINED** tolerances for substrates and inks
- **BEST PRACTICES** to implement G7 across the print media supply chain

Register for this day-long special event to get up-to-speed!



**FIND**

- ✓ Speakers & Panelists
- ✓ Session Descriptions
- ✓ Current Exhibitors

**AT**

>> [www.ipa.org/tech](http://www.ipa.org/tech)

**Conference Leaders**

**Content Coordinator**

Mike DiCosola, Vice President Service & Technology, Chromaticity

**RoundUP Coordinators**

Martin Habekost, Assistant Professor, School of Graphic Communications Management, Ryerson University  
 Abhay Sharma, Chair, School of Graphic Communications Management, Ryerson University  
 Larry Warter, IPA Standards Liaison

**Digital Print Forum Coordinator**

Abhay Sharma, Chair, School of Graphic Communications Management, Ryerson University

**Monday - June 8, 2009**

Start	Conference Track	EXPO Theater	EXPO
7:30 AM			
8:00 AM	G7 Summit		
8:30 AM			
9:00 AM			
9:30 AM			
10:00 AM			
10:30 AM			
11:00 AM			
11:30 AM			
12:00 PM			G7 Summit Luncheon/ IPA EXPO
12:30 PM			
01:00 PM			
01:30 PM	G7 Summit		
02:00 PM			
02:30 PM			
03:00 PM			
03:30 PM			
04:00 PM			
04:30 PM			
05:00 PM			
05:30 PM			IPA EXPO and Welcome Reception
06:00 PM		SNAP, GRACoL, SWOP, G7, ISO, Oh My! The Prospects of Global Standards	
06:30 PM			

# SCHEDULE AT-A-GLANCE

June 8-10, 2009 • Intercontinental O'Hare Hotel • [www.ipa.org/tech](http://www.ipa.org/tech)

Tuesday - June 9, 2009					Wednesday - June 10, 2009				
Conference Track	Learning Lab	Research Track	EXPO Theater	EXPO	Conference Track	Learning Lab	Research Track	EXPO Theater	EXPO
				Breakfast and EXPO					Breakfast and EXPO
			Supplier Solutions					Supplier Solutions	
Keynote: Global Workflows					Keynote: Brand Marketing				
		Digital Print Forum Results Report					Proofing and JDF RoundUP Results		
Research Analysis: Assuring Color Quality and Efficiency in Digital Print Production					Research Analysis: What is Left to Conquer on the Color Horizon?				
				EXPO			JDF Test Drive		Break in the EXPO
	Measuring and Analyzing Color Data and ICC Profiles	JDF Test Drive			Innovations in Workflow Automation	Configuring Adobe CS4 for Color Accuracy and Workflow Automation			
				Luncheon and EXPO			JDF Test Drive		Luncheon and EXPO
			Supplier Solutions				Supplier Solutions		
Techniques for Building Flexible Cross-Media Workflows	JDF Exploration: Workflow Automation using CIP4 Technology				Color Management in Large Format Inkjet Production	Best Practices in Creating GRACoL and SWOP Proofs			
				Break in the EXPO			JDF Test Drive		Break in the EXPO
		JDF Test Drive			Managing Brand Color for Digital Print	Assuring Color Accuracy in Hard Copy Proofing and Printing			
Managing Color Across Geographically Diverse Locations	Assuring Color Accuracy in Soft Proofing				Making the Creative Process Work: GRACoL, SWOP and G7 for Content Creators	Proofing Spot Colors and Multi-Channel Color for Packaging			
The Affect of Substrate Variables on Color Reproduction, Management and Measurement	Improving Color Reproduction through the implementation of the G7 Process				Implementing What You Learned				
				EXPO and Reception					
			Trends in Cross Media Color and Workflows: RoundTable Discussion						

Register at [www.ipa.org/tech](http://www.ipa.org/tech) or call (800) 255-8141



## Public release of the 2009 Digital Print Forum results at the IPA Technical Conference!

- ✓ *Invaluable resource for prospective buyers of digital print devices*
- ✓ *Attendees will be first to receive results book, complete with actual press sheets, productivity survey and independent analysis*

### DIGITAL PRINT FORUM

IPA is conducting an exhaustive examination of the world's leading digital press systems for production printing.

The Digital Print Forum includes a wide testing criterion of repeatability, color integrity and sheet recyclability. Attendees will be the first to learn test results of the Digital Print Forum! These results will provide an invaluable resource for prospective buyers of digital print production devices assuring any prospective system matches their company's needs and market conditions.

Participating companies include the world's leading manufacturers of digital print devices. Systems include:

- Canon imagePRESS C7000VP
- HP Indigo 7000
- Kodak NexPress S3000
- Océ CS665 Pro
- Presstek 52DI
- Screen Truepress 344
- Toshiba e-STUDIO6530c
- Xeikon 8000 and Xeikon 3300
- Xerox iGen4

Results of the examination and comparative study will be reported at the IPA Technical Conference in a comprehensive booklet including results analysis, a survey of productivity and up-time, and actual press sheets submitted from each device.

Specific tests include: color repeatability within a press run, color repeatability across multiple press runs, Pantone™ color matching, cross sheet evenness, resolution, vignettes, registration, speed, rub resistance, fading, cracking, paper moisture, substrate properties, coating, GRACoL™ compatibility, VDP compatibility, JDF compatibility, PDF/X compatibility, de-inking and an important examination of recyclability.

### PARTICIPATING MANUFACTURERS

**Canon**



**Kodak**



**PRESSTEK**  
A SMARTER WAY TO PRINT

**SCREEN**

**TOSHIBA**

**XEIKON**

**xerox** 

## Each attendee will receive printed copies of the Digital Print Forum, Proofing and JDF RoundUP reports—a \$279 value!

### PROOFING ROUNDUP

The 2009 IPA Proofing RoundUP will explore the actual state of proofing in everyday business.

Results of the 2006 IPA Proofing RoundUP were ground-breaking, demonstrating for the first time how vendors were able to produce proofs to high-level standards using only color management numerical techniques.

In 2007, vendors and users had little difficulty in achieving a very close match to the reference file in a laboratory setting. Since then, anecdotal reports from users indicate the actual practice of proofing is still far from these potential results. For this reason, the IPA Proofing RoundUP returns as part of the 2009 IPA Technical Conference to explore the actual state of proofing in today's marketplace.

RoundUP tests for hard and soft proofing include:

- ADS evaluation
- Matching SWOP and GRACoL
- Gray balance
- IDEAlliance step-wedge
- Multicolor proofing N-Color profiles
- Full gamut and optimized proofs
- Compensation for optical brighteners

A marketplace study will also take place to define the real-world state of proofing quality.

### JDF ROUNDUP

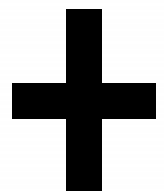
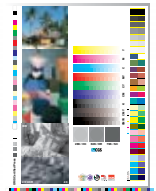
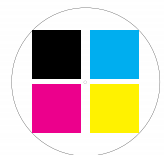
The JDF RoundUP will demonstrate implementations of JDF technology and identify areas in which JDF integration is—and is not—working.

JDF provides an opportunity for efficiencies through process automation with more accurate and detailed feedback for costing and identification of bottlenecks. This series of tests will demonstrate successful implementations of JDF technology and identify the real-world status of JDF integration. Tests will include an examination of the Management information systems (MIS) to Prepress Interoperability Conformance Specification (ICS), MIS to Conventional Press ICS, and the LayCrimp ICS. These tests will help identify the strengths and opportunities for improvement and implementation of various JDF enabled solutions.

### JDF TEST-DRIVE

Take advantage of a unique opportunity to roll-up your sleeves and actually experience real-world JDF solutions.

Throughout the Supplier EXPO, you'll be in the driver's seat – with vendor representatives walking you through their JDF workflow step-by-step while answering your questions along the way. Discover what JDF capable technology you may already own and how you can immediately take advantage of its JDF capabilities!





7200 France Avenue South  
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Edina, MN 55435  
(800) 255-8141

**June 8-10, 2009**  
**Rosemont, IL**



**IPA Technical Conference**

Assuring Quality and Efficiency in Media Production

**HOTEL REGISTRATION**

**Brand New Intercontinental O'Hare Hotel!**  
Special IPA Room Rate \$189  
Register by May 5 to assure special rate!  
<http://tinyurl.com/dbklct>



**CONFERENCE REGISTRATION**

**Early Registration Pricing: Register by May 5!**

	IPA Technical Conference		G7 Summit Only		Conference & Summit	
	IPA or IDEAlliance Member	Non-Member	IPA or IDEAlliance Member	Non-Member	IPA or IDEAlliance Member	Non-Member
<b>First Registrant</b>	<b>\$695</b>	<b>\$895</b>	<b>\$295</b>	<b>\$395</b>	<b>\$895 \$795*</b>	<b>\$1,195 \$1,095*</b>
<b>Additional Registrants</b>	<b>\$595</b>	<b>\$795</b>	<b>\$295</b>	<b>\$395</b>	<b>\$795 \$695*</b>	<b>\$1,095 \$995*</b>

\* To receive an additional \$100 off per registrant, use this special online code: "brochure"

Register by May 5, 2009, to obtain this early registration pricing!

**REGISTER (800) 255-8141**  
**[www.ipa.org/tech](http://www.ipa.org/tech)**

**EVENT PARTNERS**

