

IPA Technical Conference Content Planning Meeting

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RoundUP Chairpersons



Agenda

- Purpose of the Meeting
- Objective of the Conference
- Review of Conference Format
- Review Proposed Content
- Call to Action



Meeting Goals

- Introduce the Audience and Format
- Discuss Proposed Content to Date
- Call for Content Direction
- Call for Involvement
 - ❑ Session chairs
 - ❑ Speakers
 - ❑ Attendees
- Schedule Next Meeting: January



Objective

- Premier Imaging Workflow Conference
- Provide:
 - ❑ Comparative analysis of leading imaging workflow technologies and solutions
 - ❑ Expert knowledge to expand workflow capabilities and realize workflow efficiencies
 - ❑ Network with leading production professionals from all levels of the graphic supply chain
- Primary Target Audience:
 - ❑ Any company seeking to expand imaging workflow capabilities and realize workflow efficiencies
 - ❑ Production managers of in-house corporate, creative agency, premedia trade shop, all levels of print



Conference Format

- Pre-Conference
 - ❑ G7 Summit
 - ❑ Other Topics?
- Vendor Exposition
- Conference Track
- Learning Labs
- Research Track
 - ❑ Digital Print Forum
 - ❑ RoundUPs
 - ❑ JDF Test Drive



Schedule Review

- Review Working Schedule PDF



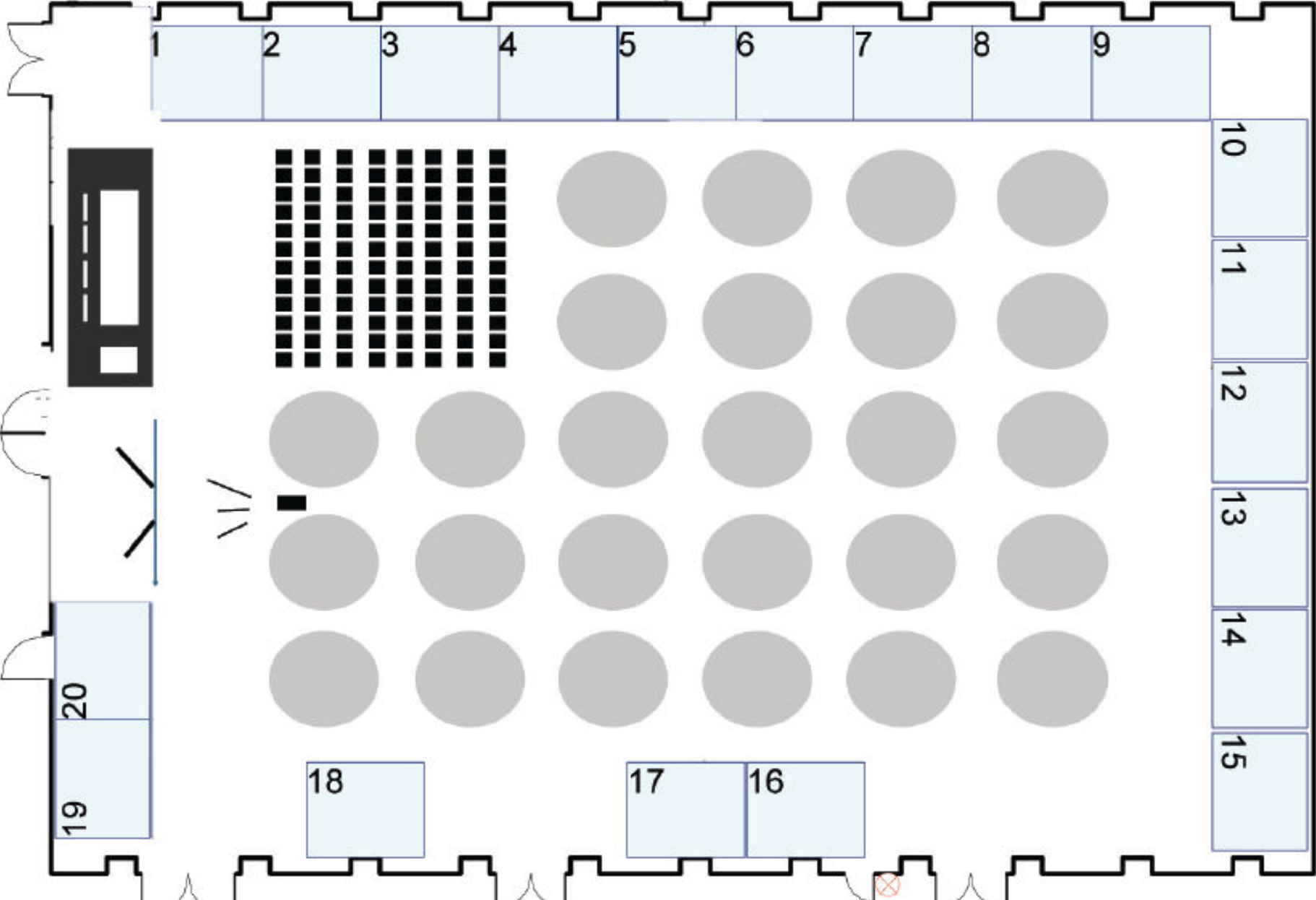
Vendor Exposition

- All Social Activities in the Expo
 - ☐ Meals
 - ☐ Breaks
- Supplier Solution
- Vendor Tables



EXPO Layout

Intercontinental O'Hare Ballroom



Conference Track

➤ Single Conference Track

- ❑ Eight Open Slots
- ❑ Pre-Conference
- ❑ Learning Lab

➤ Format

- ❑ Single Speaker
- ❑ Panels
- ❑ User Discussions
- ❑ Research Results



Newly Proposed

- GRACoL, SWOP, G7
 - ❑ What every Agency should know
- Managing Brand Color in digital print
- Ownership of color correction of a RAW file
 - ❑ Photographer, agency, art director, brand owner
- File Preparation in a cross media workflow
 - ❑ Unknown output intent
- How does specifying paper, ink, process affect color
 - ❑ Brand Color, Standards, Proofing

Survey Results

- Substrates, Instruments & OBA's
- Managing Production Offsite (FM)
- Asset Management
- Cross Media VDM
- Project Management
- Managing Color across geographically diverse locations
- Being e-green
- Workflow automation



Instant Poll

➤ Choose FIVE (5) Session topics...

- Substrates, Instruments & OBA's
- Managing Production Offsite (FM)
- Asset Management
- Cross Media VDM
- Project Management
- Managing Color across geographically diverse locations
- Being e-green
- Workflow automation



Decided Sessions

- 2009 Digital Print Forum
 - Comprehensive study results
- 2009 Proofing RoundUP Results
- 2009 JDF RoundUP Results



Learning Labs

- Lab Configuration
- Nine Open Slots
- Newly Proposed:
 - ❑ Creating GRACoL or SWOP Proofs
 - ❑ Using G7 to Calibrate a proof
 - ❑ Validating/monitoring a Proof to a dataset and/or G7
 - ❑ How to validate/monitor a soft proof
 - ❑ CS4
 - ❑ Proofing Spot Colors

Survey Results

- XML
- Metadata
- PDFX
- Soft Proofing
- Color Measurement
- Profiles & Datasets
- RGB Workflow
- Raw Capture
- E-lean



Instant Poll

➤ Choose FIVE (5) Learning Lab topics...

- Creating GRACoL or SWOP Proofs
- Using G7 to Calibrate a proof
- Validating/monitoring a Proof to a dataset and/or G7
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Proofing RoundUPs

➤ Hard Copy Proofing

- Industry Sampling
- Attendee Analysis
- Implementation and ADS Analysis

➤ Soft Proofing

- Hard Copy Comparison
- Wide Gamut to sRGB Display demonstration & analysis
- Implementation and ADS Analysis

➤ Proofing Spot Colors

- Industry Sampling
- Attendee Gamut Analysis
- Vendor Gamut Analysis



JDF RoundUP & Test Drive

- JDF RoundUP
 - ❑ LayCrimp ICS
 - ❑ MIS to Prepress ICS
- Test Drive
 - ❑ Interoperability Demonstration
 - ❑ Conducted by Vendors
 - ✓ In the Expo
 - ❑ Vendor Letter

Call to Action

- Call for Session and Lab topics
- Call for Session Chairs
- Call for Speakers
- Call for target attendees
- Call for evangelization



Your Involvement...

➤ Which Sessions and/or Lab Topics would you like to be involved in ...?

- Substrates, Instruments & OBA's
- Managing Production Offsite (FM)
- Asset Management
- Cross Media VDM
- Project Management
- Managing Color across geographically diverse locations
- Being e-green
- Workflow automation

- Creating GRACoL or SWOP Proofs
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- RGB Workflow
- Raw Capture
- E-lean

Contact Information

- <http://www.ipa.org/2009-ipa-technical-conference>
 - ❑ Forum
 - ❑ Calendar
 - ❑ Resources
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