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IPEX 2002

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Updates about IPEX  
2002 , a UK print show  
in Aprilpowered  
by  
blogger**{ Friday, April 19, 2002 }**

There is now a selection of PDF from various sources at IPEX. IT started as TIFF EPS or JPEG but usually the PDF is smaller.

**<http://www.acrobat-services.com/ipex>**

posted by Will Pollard 4:47 AM

**{ Thursday, April 18, 2002 }**

A few points after checking websites at home

The previous link for Founder leads to a website in Chinese. There is English language information on products and future trade shows at **[www.eaglerip.com](http://www.eaglerip.com)**

Bandwidth now back to normal UK levels so the Flash at Colorperfexion takes a while to load. Maybe an html

alternative would be a good idea. From the Xerox hall 3 they presented an attractive prospect of managed colour including rgb digital cameras. Partners include Apple so Colorsync should be covered as well as Windows. Be patient with the Flash till you get a chance to scroll through the text.

[www.cpxuk.com](http://www.cpxuk.com)

Printlink offers web connections into InDesign and Quark using XML. Program by Sansui, spec from Ascent so it should also work with forms design. Apparently under development, the website is currently just a jpeg. One to come back to. [www.printlink.info](http://www.printlink.info)

posted by Will Pollard 7:08 AM

On Wednesday I finally got round to spending time at the Cross Media Theatre. Unfortunately the BT speaker was ill so it turned out to be non-stop Adobe. The carrier bag featured hard copy on InDesign, a special from Macworld and Digit. However much 'broadband' had featured on other days, Adobe appeared to be concentrating on strengths relevant for the show. Sessions on Photoshop or Illustrator seemed to come back to integration with InDesign. There was much confidence that people now have a choice for page makeup. We were even invited to visit the Quark stand provided our first question was about tables. There were no suggestions that there would be a problem in Quark with placing PDF or creating PDF so presumably no such problems exist.

Attention was drawn to a Macworld article on typography-

"The art of good typography waned when DTP took over from typesetters, and it has taken more than a decade to recover. Now that the industry has learnt how to 'do it yourself', it's time to relearn how to 'do it right'."

posted by Will Pollard 7:06 AM

{ Wednesday, April 17, 2002 }

Last day of the show but here are three stands to visit you may miss if you happen to be at IPEX.

Sansui Software (Hall 5 Stand 555) offer several innovative products for integrated print and web publishing. The background knowledge seems to be how to use XML and plug-ins for Quark and InDesign. They support both Mac and Windows. One of their projects has been to write forms design software for Ascent (Hall 4 stand 222) as a plug-in for InDesign. PDF is part of the workflow and you can gather the speed differences in PDF creation given a choice of InDesign or Quark.

[www.sansuisoftware.com](http://www.sansuisoftware.com)

Founder Electronics (Hall 4, Stand 739) are at IPEX for the first time. Based at Peking University they fully support Postscript Level 3. ElecRoc provides an open JDF-based workflow and consists of four key technologies: JDF, XML database, PDF, and the Internet. Founder Electronics is a member of CIP4. Weisman Jia Wenhua, General Manager of the International Business Division, said "We hope that IPEX will introduce our high quality software to a broad range of pre-press and printing companies as well as help us forge long-term business partner relationships".

**[www.founder.com.cn](http://www.founder.com.cn)**

IBM (Hall 5 Stand 181) seems to have been overlooked in the attention paid to colour digital printing from Heidelberg, Xerox and HP. They are turning out black on white books very effectively. The covers and the random halftones are all the same but the contents vary so check carefully in case there is one you'd like. They also offer a Job Ticket plugin for Acrobat which saves as a .JDF file.

**[www.ibm.com/printers](http://www.ibm.com/printers)**

posted by Will Pollard 1:43 AM

{ Tuesday, April 16, 2002 }

Other shows will continue some of the themes from IPEX.

IMPRINTA 2003 has been identified at the CIP4 meeting as a stage when progress on JDF will be clearer. Actual demonstrations with litho machinery will wait till DRUPA. Possibly it will be easier to demonstrate workflow issues at IMPRINTA by concentrating on computers and software. There will be 'SolutionParks' on issues including PDF/X and JDF.

**[http://www.messe-duesseldorf.de/imprinta03/en/solutions\\_2.html](http://www.messe-duesseldorf.de/imprinta03/en/solutions_2.html)**

Meanwhile Digital Solutions at Excel this October will add a new exhibition called GoPublish. This is likely to include workflow issues and discussion on PDF. Last time Heidelberg arrived with some kit and a NexPress video. Maybe MAN Roland will be there in 2002 with a 3d animation of a DICOweb.

**<http://www.gopublishexpo.com>**

posted by Will Pollard 12:57 AM

**{ Monday, April 15, 2002 }**

Printweek reports good news for Epson from The Guardian

Following remote proofing projects at the Financial Times, Colorbus RIPs are now in use at the Guardian. Factors influencing the decision include cost and ICC standards.

Details on the Printweek website

**[http://www.printweek.com/news\\_story.cfm?ID=10513](http://www.printweek.com/news_story.cfm?ID=10513)**

posted by Will Pollard 5:38 AM

Adobe Completes Acquisition of Accelio Corporation

Meanwhile, Adobe are moving further into business forms and server software. Maybe PDF will be used for job tickets, even if it is also XML somehow.

**<http://www.adobe.com/aboutadobe/pressroom/pressreleases/200204/200204accelioclose.html>**

posted by Will Pollard 5:21 AM

**{ Saturday, April 13, 2002 }**

Printme definitely works. Throughout IPEX there are places to try it out. Log on at **[www.printme.com](http://www.printme.com)**

PDF is one of the supported formats. If Seybold Reports conclude that PDF is not good enough for litho, I will just use Printme instead.

More at the Electronics for Imaging stand.

posted by Will Pollard 3:09 AM

I usually get feedback that I've mistaken some aspect of the Job Definition Format but attempting to describe it is one way to check how far understanding has gone.

The basis is a spec rather than a file format, although the spec is suitable for XML. PJTF- the portable job

ticket format - is shown on the diagram but as a contribution to the current spec in the area between creation and pre-press. There is no assumption that the XML data will be stored as part of a PDF, so if a PDF is used it is just for the page description. The JDF will include all instructions. There is no intention to use Postscript code within PDF for device control.

There is reasonable confidence in XML being a standard. Triplearc offer one of the first products based on JDF and this is written in .NET. There will be a meeting for developers during GraphExpo in Chicago later this year. Members of CIP4 can use C++ and Java code. This will be updated soon after the 1.1 upgrade later in April.

Creo fully support JDF and see 'Closed Loop - Open Systems' as a linked idea to 'Networked Graphic Production'. Agfa and Man Roland seem to be working towards an even better demonstration of JDF workflow at the next Drupa. Heidelberg made it very clear in the press conference that JDF will be fully supported in all their future products.

#### Comment

It would have been helpful for Adobe to have been there, just to confirm explanations on how this all fits with PDF.

posted by Will Pollard 3:03 AM

The DTI seem to regard the print sector as part of their approach to e-commerce. Just as at the launch of Print 21 the relevant minister turned out to be Douglas Alexander MP, responsible for e-commerce and competitiveness.

He pointed out that print can too easily be taken for granted within the new communications economy. He questioned why this should be given a £13 billion turnover and how print could project an image to attract a high skills workforce.

Research showed that over half of UK printers have the intention to be able to take orders online within two years. ISDN is widely used. Potentially, print companies can expand into design, data storage and direct mail. A world class event such as IPEX helps to showcase the modern face of the industry and consign the 'hot metal and oily rags' image to history.

The answer to a question on targets for broadband was in specific UK terms rather than a general assertion about international comparisons. Changes recently announced by BT included 100 more exchanges equipped for ADSL, increasing coverage to 66% of UK population. Cable modems are already available to 50% of UK population.

He added that 'Broadband is a challenge for business, not just for government', inviting the print industry to demonstrate potential benefits.

#### Comment

The Vision conference is intended to attract new people into print. It would be useful to show print as part of network publishing or some such broad description. Classic pre-press skills reflect what a Mac is capable of. Web design and animation should be part of the training, even for humble users of Windows. If data storage and direct marketing are involved then skills need to cover networking and telecoms. It will be interesting to see what the scope of Vision includes.

posted by Will Pollard 3:01 AM

Adobe are convinced about Network Publishing. Some people have thought about it as just a useful marketing phrase but it seems the concepts have to be considered to explain Adobe decisions.

Not long ago Adobe drew attention to support for InDesign from Agfa, Creo and Heidelberg. Now at IPEX they concentrate on connecting with digital solutions from IBM, HP and Xerox. On the Apple stand they explain how InDesign is suited for eBooks.

Although Adobe were one of the 'big four' that defined the Job Definition Format, there appeared to be no Adobe representation during the seminars and press briefing arranged by CIP4. This was the first CIP4 event at IPEX. It may be that given the potential of streaming media and server software, print is no longer a high priority.

Network Publishing is supposed to describe wave three of something that has already included the internet in the 90s and started with desktop publishing in the 80s.

If the products that started with desktop publishing in the mid-80s are now mature and need little support or explanation, then it follows that they should soon be dropping in price. The 'collections' have started this direction but unfortunately four products are not enough. Another problem is that Adobe have not included Acrobat in the web collection, a really strange decision given that ePaper is one area they can compete with Macromedia.

Currently a sensible solution for someone starting from scratch could be to buy the design collection and then buy Flash and Dreamweaver. Of course most people already have one or more of the mix but this is not reflected in an upgrade price.

To include six products might put the cost of a collection over the £1000 price point initially. However the current Amazon.co.uk price for Quark 5 is higher than that so there is some scope. "Six Adobe products for the price of one from Quark" could be an attractive proposition, especially with upgrade options for people who have some of them already.

posted by Will Pollard 3:01 AM

Gareth Ward from Dotprint was quoted during the CIP4 meeting-

"Some will be able to remember back to IpeX 88, which was the PostScript IpeX. At that show, miracle upon

miracle, PostScript Rips could manage to process the Adobe Lady Golfer in 20 minutes, or 18 minutes, such was the competition. Many old heads would shake and declare that PostScript was not really suitable for the printing industry.

Those old timers lost their heads in the revolution which followed as those that doubt that JDF will have as profound an impact on the industry are the next in line for the guillotine.

JDF may not happen in the next year, not even in two years. But I guarantee by the time Ipex 2006 comes around, JDF will have permeated the industry to such an extent that we will not even be concerned about it.

Where will I be heading to find out about JDF? First and foremost there is PrintCity whose whole concept is that of linking disparate equipment from different sectors of the business into a single workflow."

Follow this link for the full text

**[http://www.dotprint.com/community/events/ipex/news/02\\_04\\_08\\_009.shtml](http://www.dotprint.com/community/events/ipex/news/02_04_08_009.shtml)**

You may skip the first bit where Dotprint has slipped into chat mode and deals with contested memories of obscure facts from previous print history, such as who paid for the drinks.

posted by Will Pollard 3:00 AM

{ Wednesday, April 10, 2002 }

Available at Print City (Halls 17 and 18) the Competence Interface is a CD packed with managed knowledge.

My impression is that this is one CD you should make sure to take away from IPEX.

posted by Will Pollard 1:54 AM

Mike Jahn is presenting the idea of Certified PDF at the Enfocuss stand (Hall 4, Stand 707B). Software can fix a PDF to conform with PDF/X-1a:2001.

The background to this is that Time will fully support PDF for advertising as from June.

Apparently other print file formats are not as suitable for use on the web.

posted by Will Pollard 1:51 AM