

Previously [Comment1.pdf](#) [Comment2.pdf](#) [Comment3.pdf](#) and also [2004.pdf](#) (more detail on Comment3)

Time Travel continued

For Time Travel click [here](#)

Previous comment raised a question about the sense of timescale in the UK printing industry. Reference was made to a statement from Kevin Belcher reported in *Printweek* - (15 Feb) "In five years time I think PDF will have won the battle." It turns out from another source ('Digital Matters' in *Image Reports* March) that the 'five year' aspect was the timescale Kevin Belcher was asked to consider and comment on. It remains a possibility that PDF will be a standard before then.

This website is moving towards a genuine news approach, just as the IPEX page at Acrobat Services is occasionally updated. A telephone call to the Color Company confirms that PDF is fairly well established. It is used for communicating images between branches and central production. Also for sending out litho jobs to other suppliers. The current problem is that not all customers are currently able to produce PDF.

A reasonable prediction could be that Kevin Belcher will make another statement about PDF within the next six months. The 'five-year' perspective though is consistent with a point of view within the printing industry that technology may appear at one IPEX but not really need a decision till the next one. PDF is roughly ten years old, starting somewhere between a paper at Seybold in 91 and a demonstration at Comdex Fall 92. It may appear as standard at IPEX 2002 or at least in the assessment that will follow.

[WhatTheyThink.com](#) reports (March 6th) that Time Warner have announced they will only accept digital advertising as PDF/X-1a

from June 1st.

"*Seybold Reports* covered this story and quoted *Time's* Director of Digital Development, Kin Wah Lam as saying that the move away from TIFF/IT-P1 (Tagged Image File Format/Image Technology Profile 1), PostScript and DCS 2 (Desktop Color Separation 2) file formats was designed to enhance and simplify overall workflow."

Apparently the move to PDF is part of a move to Cross Media Publishing. Michael Jahn spoke at a *Time* meeting and has commented - "This 'turning a TIFF/IT into a low res for the cross media publishing' issue is a BIG one - there is no simple way to convert TIFF/IT ads into Internet pages - you can't simply downsample them, as the text become totally illegible, and you certainly can't re-flow them." He thinks that *Time* people feel that cross media publishing will help them grow their business.

At one time it seemed PDF would be accepted first for digital printing but it is possible that magazine publishing through litho will define some standards first. The meeting was attended by about 150 people , 'representing nearly all the New York City based design firms, ad agencies, prepress service providers and printers'. Seybold apparently estimate that *Time* publications represent about 25% of US magazine advertising.

Advertising workflows will be an issue at IPEX. The Digital Ad Lab will hold a meeting to discuss issues arising. Michael Jahn will speak at the Enfocuss stand and the Markzware stand will feature the AdFast project for UK regional newspapers.

The danger is that 'Cross Media Publishing' will take attention away from the Job Definition Format. Assuming most people start at the Seybold stand, Print City is some distance by foot so could do without too much distraction. The scope of 'Watford' is limited to hard copy however much the

web is appreciated. Adobe presentations at the Cross Media Theatre may cover the data capabilities of PDF and the opportunity for one file to contain an image and 'job definition'. The original intention of the 'portable job ticket' is worth repeating though the approach may only get support as print companies need to compete on speed and cost with other aspects of cross media publishing.

PDF may need another IPEX to convince everybody in UK print but a lot could happen before June 1.

Comments welcome

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DDAP - <http://www.ddap.org/>

Time's Helper Site - <http://www.direct2.time.com/>

Seybold's Take - <http://www.seyboldreports.com/Bulletin/subs/vol7/issv7n20-21.html#time>

Michael Jahn <http://www.jahn.org/>

for example

www.jahn.org/examples/read_aloud.pdf

(this is a PDF/X file)

(about 828k)