



NEWS RELEASE

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GRACoL Announces Additional Test Press Runs

Research Press Runs to Revolutionize Printing Specifications!

New York, NY, PrintMedia Conference and Expo, March 7, 2005. The International Digital Enterprise Alliance (IDEAlliance) today announced that the GRACoL (General Requirements and Applications for Commercial Offset Lithography) Committee is conducting two additional research press runs to develop their new specification and working guidelines for consistent, high-quality commercial color printing in today's technology environment where CTP, ICC color management, and digital proofing provide us with new technology-based quality controls.

The first GRACoL research press run was conducted at Integrity Graphics on January 31 and February 1, 2005. Spectral, densitometric and colorimetric readings from this run are now being analyzed to give a comprehensive view of how an "ideal" commercial press sheet appears to the eye, and the press conditions that led to that appearance. This run was historic as it focused on spectral data for grey balance in the midtones rather than on the aims for each color as set forth by DTR 004. According to Don Hutcheson, "It's obvious that the use of CTP plates (first time for US printing standards) required a change in the way we (GRACoL) define TVI." Hutcheson continued, "In the early GRACoL press runs we didn't know what to aim for. As the Integrity Graphics press run showed, we now have a much clearer idea of how a typical high quality commercial printer prints. The upcoming tests will enable us to achieve even smoother curves, standardized gray balance, better ink densities, and reflect much better the typical performance of today's commercial printers."

According to Anthony Bellacicco, Director of Prepress Services, Foote Cone & Belding, "After witnessing the GRACoL press run at Sandy Alexander and the latest press run at Integrity Graphics, the results are promising. The methodology makes sense and the process works. Say good-bye to measuring dot gain and hello to measuring grey balance. Both printers made an organized program appear effortless." And Victor LaValla, COO of Integrity Graphics added, "The more we learn about color -- the more black and white it becomes. The colors we see all become shades of grey."

The upcoming press runs will be held at:

March 31 - April 1, 2005
MAN Roland - Westmont, IL

April 28 - 29, 2005
LAglyphico - Burbank, CA

IDEAlliance is encouraging interested parties to attend these runs to better understand the new methodology based on grey scale evaluation. To sign up to attend a press run, go to <http://www.gracol.org/events/>.

The initial purpose of the test runs is to research and develop an unambiguous description of how good commercial printing “appears” to the eye, on a Number 1 sheet. The heart of this “print appearance” specification will be to develop a new characterization data set to replace DTR004. The second purpose of these test runs is to develop some relatively simple calibration and process control methods and aim points that will allow anyone to accurately replicate the specified appearance on a press or proofing system. The final data from the press runs in 2004 – 2005 will form a body of work to be published as the GRACoL 7 Specification in late 2005.

Following the initial GRACoL research, additional test press runs are planned to be conducted throughout 2005 by the IDEAlliance Print Properties Committee to provide new data upon which additional specifications can be updated or developed. These specifications will include normal and high-density printing, coated or uncoated sheets, and even stochastic vs. conventional halftone dots. However, all the new GRACoL specifications will share a common basic “visual character”, at least in terms of gray balance and tonality, and will share similar gray balance and tonality characteristics as TR001, (but of course with higher color saturation and shadow densities,) to simplify and improve compatibility between commercial and publication printers. Additionally, all new specifications that result from the research data will be based on applicable ISO standards, and will be closely coordinated with emerging European and other foreign print specifications, to simplify and improve the exchange of print jobs and image files internationally.

About Integrity Graphics

Integrity Graphics, Inc. was established in 1988 by Joseph E. La Valla, Victor A. La Valla, and John C. Lorusso. It began as a conventional pre-press operation supplying color separations and image assembly for local and national accounts. Today, the company produces all levels of work in the communication process --ranging from Sunday supplements nationwide; to marketing and collateral materials for local, regional and national business and organizations; to annual reports; to e-business solutions. Additionally, the management team embraces ongoing technical change with open arms and is aggressive in the company's desire to be an exceptional leader in digital technology. Integrity Graphics adheres to its philosophy of continual improvement in its quality of products and systems while remaining progressive in research and development. Integrity Graphics strives to create and maintain satisfying, lasting relationships with its clients, vendors and financial partners. See <http://www.integritygraphics.com>.

About LAglyphico

Located in Burbank, California, LAglyphico is a high end provider of premedia and print products for the entertainment industry. With leading edge technology and a vision of excellence, LAglyphico voluntarily participates in selected industry projects to contribute to the improvement of quality and service in the graphic arts. LAglyphico has sales in excess of \$20M

and 140 employees. Key executives participate with other industry leaders to share and exchange knowledge for the benefit of all. Participating with IDEAlliance to establish GRACoL® print characteristics for a #1 Sheet is one of those projects. It shares the vision that TR004 will help set the stage for a more consistent look throughout the graphic community, from concept to distribution.

About MAN Roland:

MAN Roland Druckmaschinen AG is the world's second largest printing press manufacturer and the world's market leader in web press and newspaper printing technology. (Every third newspaper produced in the world is printed on a MAN Roland press. In fact every day, 400 million people read daily newspapers that were printed on MAN Roland presses.) With main facilities in Offenbach and Augsburg, Germany, MAN Roland generates annual sales of over \$1.8 billion. Exports account for 75% of the figure. MAN Roland produces web and sheetfed offset presses as well as digital printing systems for commercial printers, newspaper printers, publishers, packaging producers, quick printers and in-plant shops. In North America, MAN Roland inc. operates a network of five regional sales and service facilities, staffed by over 250 employees. The company is a subsidiary of MAN Aktiengesellschaft, Munich. The MAN Group is one of Europe's leading suppliers of capital goods, with 62,000 employees whose expertise ranges from commercial vehicle manufacturing to engineering. Its annual sales total \$19.8 billion.

About GRACoL®

In 1966, a graphics arts task force was formed by the Graphic Communications Association (now IDEAlliance) to develop a document containing general guidelines and recommendations that could be used as a reference source across the industry for quality color printing. Since that time, the GRACoL Committee has developed, maintained and published printing guidelines that have since become de facto standards on many pressrooms. The mission of GRACoL is to improve communications and education in the graphic arts by developing best practices that reflect the influence and impact of new technologies in the workflow of commercial offset lithography. GRACoL is a registered trademark of IDEAlliance. Learn more at <http://www.gracol.org>.

About IDEAlliance

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization that has been a leader in information technology and publishing since 1966. IDEAlliance advances core information technology to develop standards and best practices to enhance efficiency and speed information all facets of publishing – creation, production, management, and delivery of knowledge-based content – digitally and in print. IDEAlliance members represent a unique convergence of the leading publishers, printers, and solution providers. IDEAlliance provides a user-driven, cross-industry, and open environment in which its members can strategize, innovate, standardize, and implement solutions to real business challenges in publishing. See <http://www.idealliance.org> for more information.

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