



## NEWS RELEASE

### For Immediate Release

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### ***IDEAlliance Announces First Certified Monitor Proofing Systems***

#### ***SWOP Monitor Proofing Systems Evaluated to Tight Numeric Tolerances***

**Alexandria, VA, April 8, 2008.** IDEAlliance today announced that 27 monitor proofing systems have passed the newly launched IDEAlliance Monitor Proofing Systems Certification Program. This comes after two years of ongoing research by the IDEAlliance Print Properties Working Group and the SWOP Technical Committee in conjunction with the Rochester Institute of Technology Printing Applications Laboratory to determine how best to judge the quality of monitor proofing systems to the “numbers.”

#### **Background**

When SWOP merged with IDEAlliance in 2005, plans were set to aggressively modernize the SWOP specifications to meet new demands of the industry for improving proofing quality and the proof to press match. By 2006, SWOP approved a second proofing stock, the #3 stock typified by Fortune Gloss. In addition the committee ratified the use of the IDEAlliance G7™ Proof-to-Press Process for calibrating both proofing systems and presses to facilitate a close visual match between the two. In the summer of 2006, the IDEAlliance Print Properties Working Group conducted a series of web press runs, on behalf of SWOP, using G7 techniques to develop a realistic characterization of publication printing. The new characterization datasets that were developed as a result of these web press runs were recently balloted as ANSI/CGATS TR003 and TR005. These datasets, along with a new dataset for the GRACoL #1 sheet for commercial publishing now known as TR006, were used as the basis for launching a new “to the numbers” proofing systems certification program.

Prior to this, the SWOP Certification program combined a numeric evaluation of proofs produced on a sheetfed offset press based on target TVI values along with a human evaluation of visual similarity of candidate proofs to the reference offset proof. The new hard copy proofing certification program no longer relied on visual evaluation. Instead proofs are now measured and judged “to the numbers” of the characterization datasets developed from press runs. The new program was launched in the fall of 2006 and today over 60 hard copy systems have been certified to the tight tolerance of an average 1.5 dE. These systems, along with their Application Data Sheets (ADS) can be located in an online database found at <http://www.swop.org/certification/monitorlist.asp>.

According to Gina Sigmon, Quebecor World and Chair of the SWOP Committee, “We believe in the near future, hard-copy proofing will be obsolete. The rapid shift toward virtual proofing, means that SWOP must focus its attention on issues unique to emerging virtual proofing workflows. We need to develop specifications and best practices that will assure that monitor proofing can reliably and confidently match the visual appearance of an image on press. The new IDEAlliance Monitor Proofing Certification Program for SWOP and GRACoL® makes a major step in that direction.”

## About the New Monitor Proofing System Certification Program

The challenges of developing a “to the numbers” program for monitor proofing systems were huge. The ISO 12646 Specification for monitor evaluation was used as a basis for the program. Procedures were intentionally designed to be close to the procedures for hard copy proofing system certification where ever technically possible. Between December 2007 and March 2008, 30 monitor proofing systems underwent the new certification procedures.

Today we are pleased to announce 27 systems have passed the new monitor proofing certification process. These systems met the ISO 12646 criteria (with recommended amendments) for luminance and monitor uniformity. For each certified system the difference between the characterization data set and the IT8/7.4 target is an average delta  $E_{2000} \leq 2.0$  for all patches and a maximum delta  $E_{2000} \leq 6.0$  for at least 95% of all patches. Solid patches cyan, magenta, yellow, red green and blue on the IT/7.4 are delta  $E_{2000} \leq 7.0$  from the characterization data set.

## Newly Certified Monitor Proofing Systems

The newly certified monitor proofing systems include (in alphabetical order):

- CGS Publishing Technologies International ORISProof Grade #1, #3 and #5 on the EIZO CG241W Display and the EIZO CG221 Display
- DALiM DiALOGUE for Grade #1 on the Apple Cinema 23” Display and for Grade #3 on the Apple Cinema 30” Display and the EIZO CG211 display
- EIZO Proofing System with Adobe Acrobat 8 for Grade #1 on the EIZO CG241W Display and EIZO CG301W Display
- ICS Remote Director Proofing System for Grades #1, #3 and #5 on the Apple 30" Cinema Display and the EIZO CG241W display. Grades #1, #3 on the Apple 23" Cinema Display. Grade #1 on the EIZO CG221 and Grade #3 on the EIZO CG211 Display
- Kodak Matchprint Virtual Proofing System for Grade #3 and #5 on the Apple Cinema 30” Display, on the EIZO CG241W Display and the EIZO CG211 Display

The systems are listed at [www.swop.org/certification/monitorsystems.asp](http://www.swop.org/certification/monitorsystems.asp).

## Understanding the Limitations of the Monitor Proofing Certification Program

The 30 monitor proofing systems initially evaluated for certification provided IDEAlliance with a wealth of information and data upon which we can progressively tighten the certification criteria. The Print Properties Working Group that developed the certification criteria assumed that monitors would easily pass the ISO 14526 monitor-uniformity criteria. Our experience indicated that while this assumption was valid for white, it was not valid for the uniformity of the display of dark grays. This is because the whites depend significantly on the backlight, while the grays depend on the uniformity of the LCD panel itself. Based on the data we have gathered, IDEAlliance is recommending through CGATS and ISO an amendment to the ISO specification for determining the uniformity of dark grays. For purposes of certification, all displays that are certified as part of a monitor proofing system must comply with ISO 12646 as amended by the newly proposed values.

According to Dianne Kennedy, VP of Media Technologies for IDEAlliance, “It is important for the industry to understand that performing certification on any one display with any one monitor proofing system does not necessarily guarantee the same result on a different display of the same model of monitor. IDEAlliance notes that each monitor of a particular brand and model is unique. That is, for any given brand of monitor, while our experience in certification shows that while most displays pass the ISO criteria, an individual monitor may fail the ISO criteria due to manufacturing issues or may fail at some point in the future as a result of use. IDEAlliance therefore recommends that in addition to calibrating each monitor routinely, users should also verify the uniformity of the display over time as well. The monitor proofing systems vendors have agreed to provide a monitor uniformity test with their system and over the next 12 months will implement software to automate that process for users.”

## About SWOP®

Specifications for Web Offset Publications (SWOP) was initiated in 1975 as a response to the printing industry’s need for uniform specifications and tolerances to ensure consistency and quality of material in publications. In 2004, SWOP and IDEAlliance formed a coalition to support print media through the coordinated development of standardized specifications and guidelines, certification programs, software tools,

educational seminars, and peer support networks. In 2005, SWOP, Inc. merged with IDEAlliance and now operates as a Working Group within IDEAlliance. The structure of SWOP has recently changed. SWOP is now an IDEAlliance Working Group and is open to any member. You can signup for SWOP at <http://groups.yahoo.com/group/SWOP-WG>. Gina Sigmon, Quebecor World, serves as the Chair for SWOP and Anthony Bellacicco, DRAFTFCB serves as Vice-chair. SWOP is a registered trademark of IDEAlliance. Learn more at <http://www.swop.org>.

### **About GRACoL®**

In 1996, 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 and specifications 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 Rochester Institute of Technology Printing Applications Laboratory**

Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging technology, and fine and applied arts, in addition to unparalleled support services for students with hearing loss. Nearly 16,000 full- and part-time students are enrolled in more than 200 career-oriented and professional programs at RIT, and its cooperative education program is one of the oldest and largest in the nation. For nearly two decades, U.S. News & World Report has ranked RIT among the nation's leading comprehensive universities. The Princeton Review features RIT in its 2007 Best 361 Colleges rankings and named the university one of America's "Most Wired Campuses." RIT is also featured in Barron's Best Buys in Education.

As the industry's most comprehensive facility for printing, paper and material evaluations, the Printing Applications Laboratory (PAL) at RIT provides the industry with practical, measurable information to control and improve the quality of their products. Industry suppliers depend on PAL for accurate, confidential evaluations of paper, ink, plates, fountain solutions, blankets and other printing consumables. RIT has a comprehensive, dedicated collection of full-scale contemporary printing equipment, from conventional processes to state-of-the-art digital printing technology, and a variety of instrumentation used to characterize both raw materials and printed output, all staffed by professionals with industry experience. RIT is the certification authority for the IDEAlliance Proofing Systems Certification Program.

### **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 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 brand owners, agencies, publishers, printers, materials suppliers 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. GRACoL, SWOP, and G7 are all specifications developed by IDEAlliance working groups and committees. See <http://www.idealliance.org> for more information.

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