

:APOGEE SUITE





To achieve success in print communication, i.e. to create a perfect value chain, you must integrate all relevant content, intent and status data and automate the conversion of finished pages into any type of printed product.

Today this is the new mandate for brand owners, designers, content creators and print service providers to thrive in a continuously changing environment. Each of them has to master the right software based solutions to reach these goals. Agfa Graphics focuses on helping them achieve their goals.

Achievement = Integration x Automation

The printing and publishing world is changing.

In the old days, print communication and production was about intermediate films, manually produced proofs, handwritten corrections on faxed texts and layouts.

The job bag was physically shipped from one production stage to the next.

Each highly skilled specialist handled color scanning or typography or precise film stripping. One after the other. And back... for another time consuming round of changes or corrections.

Today, print and publishing production is all about digital files, asset management, cross-media collaboration integrated quality solutions, and production management systems.

We have evolved from stand-alone applications and workflow systems to integrated, IT-driven manufacturing systems. The future lies in integrated business networks that connect printers, publishers and advertisers.

Savvy industry leaders in printing have invested in systems that streamline and automate processes, allow cross-production quality and process management.

Automate.
Integrate.
Achieve.





What it takes...

- It takes a thorough understanding of how your staff teams up with your customers.
- It takes experience of how to integrate any type of text, image or other asset into print or other communication channels.
- It takes the proven capability, to achieve success in developing ideal value chains: publishing and production solutions based on integrated software, hardware, services and “brainware”

Brand Owners, Content Creators and Print Service Providers.

Let's face it: we are all becoming ever more dependent on technology. Great benefits are to be derived from implementing new technologies:

- improved quality
- saved time
- reduced cost
- increased sales

Automate. Integrate. Achieve.

Collaborate and Communicate on Intent – Content – Status.

The combination of a strong focus within enterprises on increased efficiency and costs, with the continuously rising quality of products and services, has created a new type of customer who is ever more demanding.

Differentiation is less and less through the print product itself, but more and more through the total experience and the total service offered to customers.

Customers need to feel at each interaction with a printer that they obtain added value by working with that specific printer. Customer satisfaction has often surpassed product/service quality as a decisive purchasing factor.

Successful companies are moving to competitive differentiation by building a privileged relation with their customers. They have moved into the era of integrated business networks.

All the parties in any print communication project, located anywhere around the world, today require a backbone system solution to collaborate and communicate. They are driven by three focal points: the purpose of this project, its content components and the need for status information for everyone at all times.

Agfa Graphics helps you improve customer satisfaction

Agfa Graphics has over a hundred years of expertise in providing printing and publishing solutions. It has always been and remains a strong innovator that strives to answer customer's needs by developing new technologies.

It has a significant track record of leading the industry to new waves in technology adoption. Through its membership in leading industry consortia, it has endeavoured to make newly developed technology available to a larger number of players in the industry. As such, Agfa Graphics is a founding member of the ICC color management committee, and of the CIP4 committee which defines the JDF standard allowing the exchange of data between different systems in the print production process.

Agfa Graphics is a world leader in publishing workflow solutions.

It presents unique system-wide XML*-based solutions to manage and control extensive print communication projects.

Agfa Graphics' added value is knowing what print and publishing processes are all about*.

* See page 45-47: Standardization and Expertise

Integrate



Any form of communication is an integration of content text, images and colour. To communicate, brand and content owners as well as creative teams and print service providers need to define the purpose of the communication piece, manage all assets referring to content, and follow up on the status.

Content

Content refers to all text, image, artwork, video and audio data that first need to be captured or created and stored. These content components ideally will be saved in a media neutral format – PDF, XML – to activate free handling and access as well as smooth use across different media. In the end, content is what it is all about: some offer it at a price to gain money, others pay to consume it for information and use, and still others connect to it to promote products and services.

Purpose

Purpose determines the use of content. Intent points to how the owner/creator/provider wants this content piece to be used: positioned, transformed, approved, proofed, folded, cut... This is all about guiding content components into and through workflow streams including, in a universal JDF* or XML format. It includes each and every instruction to activate the process: stop or go, enter into processing steps, wait for approval, use certain screen settings, apply the appropriate colour profile, etc.

Status

Status, finally, continuously indicates in which stage the project is. This is the overall guidance in terms of tracking what is done or not done with the content, and verifying which intents are applied, which deadlines exist and how they are handled. This is the type of information – made available in a metadata* industry standard format like JMF* or XML – that is fed into local project management systems as well as overall enterprise CRM*, ERP* or MIS* systems.

Defining your data and streamlining them for further use is the start of every print communication process. Through standard industry formats you can INTEGRATE all your needed and available content assets.

* See page 45-47: Standardization and Expertise



“Revision and approval cycles of product brochures and datasheets in different languages are very time consuming. The nice thing about :APOGEE Media is that it both simplifies and increases the efficiency at which I can collaborate with my print service provider.”

DRIES VERDONCK,
Product Manager at Würth

“With :APOGEE Media, Agfa Graphics managed to develop a unique production platform for publishers. The way content management is integrated with layout and output for print is at least innovative. Besides the architecture, based on industry standards, is designed to easily connect into other output formats as our web applications.”

JEAN LESAGE,
CEO at Virtual Paper



:APOGEE PUBLISH

:APOGEE PUBLISH consist of two main products:

:APOGEE Secuseal and :APOGEE Media.

:APOGEE Secuseal is the solution for brand owners providing dedicated designing and verification tools to generate complex security designs and patterns that make imitations recognisable and traceable.

:APOGEE Media is an integrated publishing system. It offers an advanced flexible content management and editorial workflow platform specially designed for content creators, brand owners and service providers who work in either print or web-based media.

Automate



Every player in publishing, prepress and production wants to cut out all superfluous time or cost.



Publish & design

Publishers and content owners want to create and keep available news, information and messages in cross media formats. The clock imposes deadlines for final decisions, so a professional digital asset management system is vital. Anything that can be automated should be automated. Store, retrieve, back up and archive data. Index, improve, and repurpose images. Streamline, layout and copy fit text. Edit, review and approve jobs. Number, make versions of and route pages. Time stamp and track all data all the time. Feedback and communicate for true collaboration.

Prepress

Convert incoming content pages and ads into print ready files? No sweat. What used to be craftsmanship is now a software feature and you want it to be as automated as possible. The prepress solution identifies incoming items. It does preflighting on PDF files, indicates errors, missing fonts or wrong resolutions. It attaches or replaces colour profiles. It positions the right spot on the right page in the imposition plan. It halts to send out requests for remote approval or makes the local proof. It registers the OK and starts to render for the specific output device.

Print production

Time presses. Don't keep the presses waiting! Press one button for automatic remote approval, direct plate making, and calculation of ink key data. The attached colour management* and ink key profiles, together with all necessary printing and finishing instructions (in JDF/XML format), are sent forward to the press and post-press systems. Ink keys are set on the 8-colour press, production settings are fed into the digital press interface. Output is folded, stitched and wrapped. Skilled operators control what is not yet automated from a remote computer console.

You need highest level, end-to-end automation to convert integrated data into any type of printed product. Key is to AUTOMATE jobs processes, not people, even across each other's territory.

* See page 45-47: Standardization and Expertise



“With :APOGEE PORTAL, we have eliminated our 3rd shift in prepress reducing our total Prepress dept costs by 50%.

Many jobs flow through to plate making unattended. We’ve reduced our proofing costs with more than 80%.

Today only 6% of jobs require hard copy proofing.

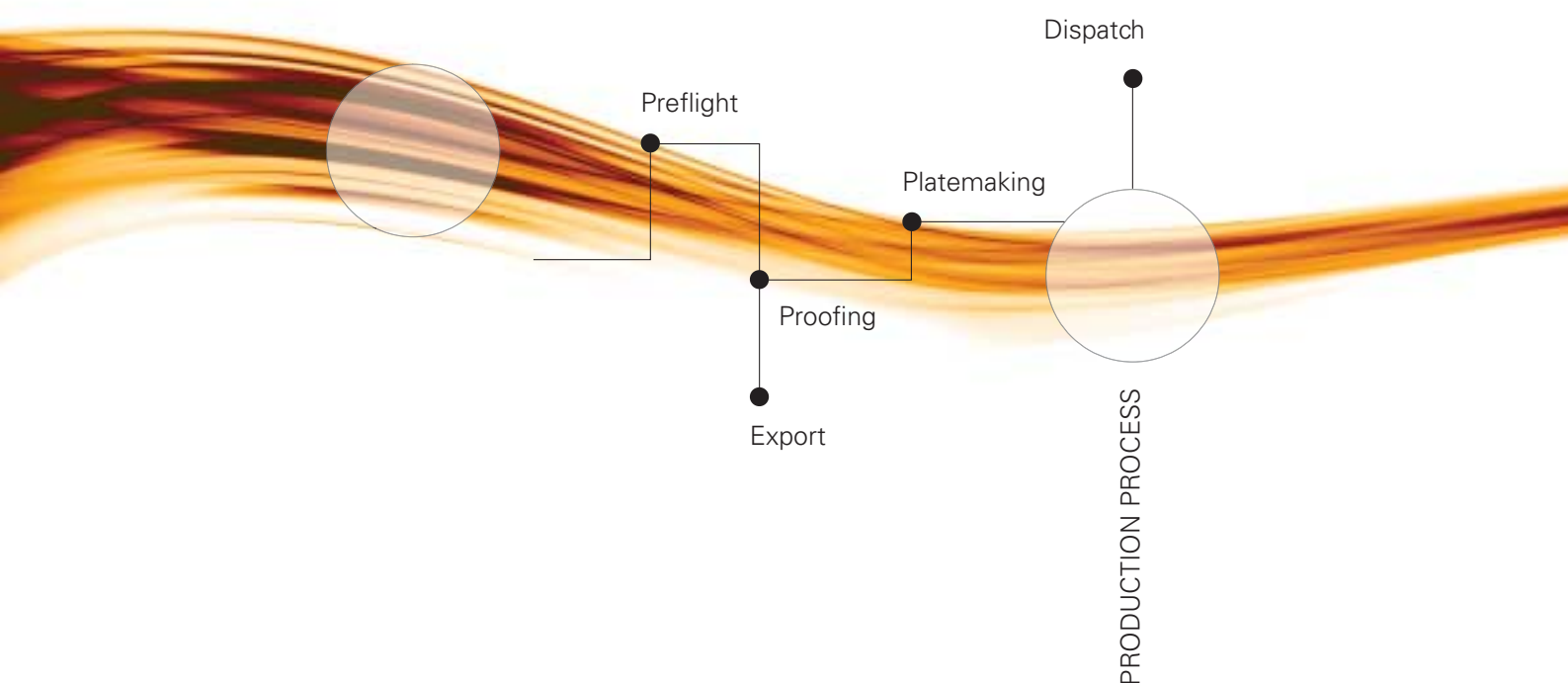
And last but not least: our turnaround time was reduced by 2-3 days on average.”

CHRISTY MINERS,

Digital Prepress Supervisor at Democrat Printing, USA

:APOGEE PORTAL

:APOGEE PORTAL strengthens the communication and collaboration between printers and their customers. It allows participants throughout the graphic communications process to collaborate on projects and tasks. This results in higher productivity, a shorter number of steps before printing, and reduced costs of reworks and errors. It includes :APOGEE WebApproval for file and proof retrieval, :APOGEE StreamProof for integrated, fast, high resolution softproofing and :APOGEE ProjectManager for more advanced functionality and online management of print projects.



Achieve



To create success
“from think to ink,”
you need to establish
product leadership,
create customer
intimacy, and maintain
operational excellence.



Product leadership

It are people who create, develop and produce the industry's winning software and hardware solutions. Continuous innovation is a brainware thing.
For Agfa Graphics, getting the right people in their teams is a standard for achievement.

Today, "QualiTime" – the combination of quality product delivered in time – is at least as important as cost leadership. What good is lowest cost if the product is no good and/or late? This balancing exercise should at all times be guided by clear vision and maintained focus.

Customer intimacy

Making new customers is 5 to 10 times more expensive than keeping your existing ones. But, for ongoing success, you need both. All efforts to create true customer intimacy are built on three customer-centered cornerstones:

- their needs and expectations define your offer
- they should feel in control on process steps important to them
- their feedback and input is strongly valued and stimulated to build true communication with them.

Operational excellence

Your customers' perception of operational excellence is defined by products and services* they can rely on at all times. As business people, they translate competitive prices into 'value for money'. In that equation, value can take the form of easy to learn-use-install and maintain software and hardware platforms that reduce learning curves, achieve more effective and efficient usage, and minimize error rates. Continuous product and service improvement is a huge value too, far larger than mere price. That is how you achieve the perfect value chain.

All parties involved integrate data and automate the conversion into print communication only to ACHIEVE the perfect value chain.

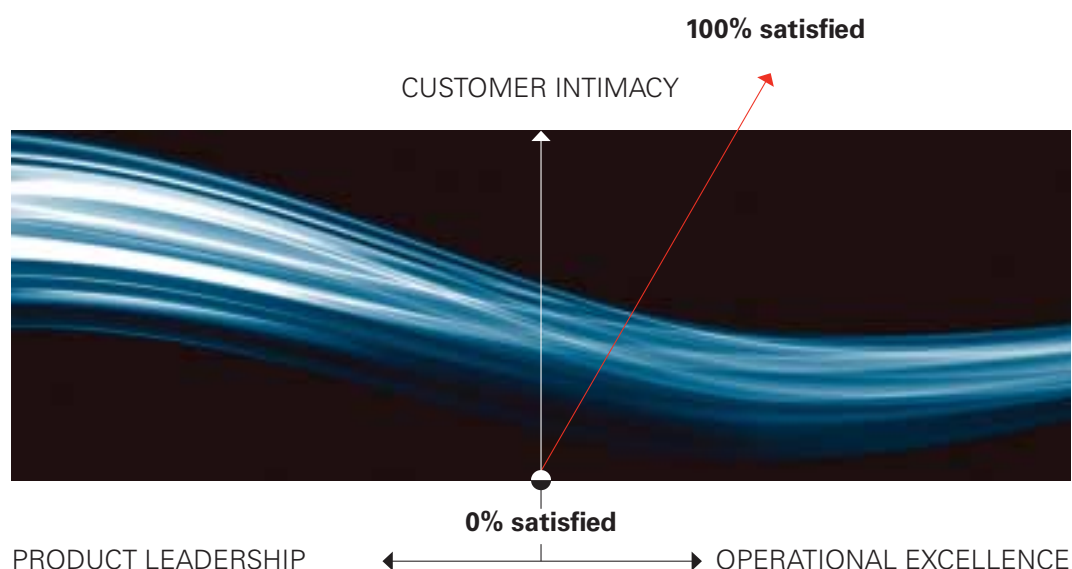


"Here at Stämpfli, we have a philosophy: everything that can be automated, should be automated! Agfa Graphics (:APOGEE PORTAL and :APOGEE PREPRESS) is helping us to do just that."

Stämpfli Publikationen AG,
Bern, Switzerland

:APOGEE PREPRESS

:APOGEE PREPRESS provides a full JDF-enabled prepress production hub, allowing everyone in the production environment to manage and control all prepress processes. The increased level of automation delivers the ability to accomplish more functions with fewer people. It offers complete connectivity to Agfa Graphics' set of CtP engines, as well as innovative technologies such as :APOGEE InkSave for increased ink efficiency and cost savings, and a new component called :APOGEE PlateMaker for continuous plate production.



Integrate. Automate. Achieve



The basic proofing process has been largely digitized during the last decade. Today the main objective in proofing and colour management is all about how to connect all parties involved in a print project and offer them collaborative services.

Integrate

Print as a medium continues to play an important role in everyone's daily life.

On-line and mobile communication platforms and traditional print complement and co-exist in the communication challenge. To communicate the right content or colour, today's workflow solutions have to use industry standards such as ICC profiles and certificates as SWOP, IPA & FOGRA.

Automate

More than 15 years ago, when most of the proofing systems were manual and analogue, proofing was an art. With the current workflow and proofing systems, colour management has become a commodity. As such automation and the ability to offer several proofs along the whole project cycle of a print project have become essential.

Achieve

The graphic arts business is highly competitive. Fast turnaround times require flexible ways of communicating and securing approvals. When creating content, image quality and digital integrity are of the highest importance. Accessing and managing data becomes an automated process. However a fully digital workflow is only an advantage if the colour can be counted on as accurate and consistent. Proofing remains a critical factor in such environment. In fact without predictable proofs at critical points in the production cycle, communication and cooperation between parties would not be possible.



“We’ve reduced our
proofing costs >80%.
Now only 6% of jobs
require hard copy proofing.”

Christy Miners ,
Digital Prepress Supervisor at Democrat Printing, USA



:APOGEE COLOR

:APOGEE COLOR seamlessly integrates end-to-end quality and colour management solutions into the :APOGEE SUITE solutions. :APOGEE COLOR, including :ColorTune and :SherpaProof, produces predictable soft and hard copy proofs at critical points in the production cycle. It makes sure that everyone in the communication process looks at the same proof wherever they are.

For publishers, advertising agencies and prepress shops it is crucial to be very focused on the quality and accuracy of the digital files because their reputation depends on it. :APOGEE COLOR helps them to preserve the brand of their clients through the way their creations are represented. End-to-end quality and colour management is a prerequisite to an automated workflow. :APOGEE COLOR offers the methods for simplifying calibration, quality control and colour profiling.

Workflow

:APOGEE PUBLISH

In the creative phase of a print project there are many tools for design, content management and desktop publishing. However there are very few workflow tools available. This is where :APOGEE PUBLISH comes in.

It is a dedicated software solution for publishers, brand-owners, cross-media players, to allow collaboration within a Creative Production Environment:

- save time through messenger, planner, re-use of content/layout...
- reduce costs of desktop licenses, maintenance, integration...
- improve quality/consistency of house style, reduce/intercept mistakes...

:APOGEE PORTAL

Between the production and the creative phase people are looking for web technology to serve as a hub between print buyer, designer and producer. If one looks to the printing ecosystem, one sees it's a very complex communication matrix with a clear need for easy-to-use collaborative services.

:APOGEE PORTAL allows all the players in the printing supply chain to handle the users, projects, tasks and messages:

- shorten all the steps before printing,
- act as a generic dashboard for all people involved
- reduce costs of reworks and errors significantly.

:APOGEE PREPRESS

Agfa Graphics always has been very present in the prepress phase of a print project. This is as much a production environment as the printing part. Automation is a key element. This is where :APOGEE PREPRESS is an essential tool.

It allows to manage and control the whole process as well as to automate the jobs:

- the same amount of people can handle more jobs than they could ever before
- the single hub approach allows productions managers to have access to all data at any moment
- tools such as Inksave and Versioning are functional enhancers that will allow printers to benefit substantial cost savings because of the right settings in prepress

:APOGEE PREPRESS also has interesting links to the outside like:

MIS solutions, digital presses (Dotrix, M-Press and others ...) finishing equipment and proofers.

:APOGEE COLOR

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:APOGEE COLOR manages that collaboration on proofing and makes sure that every participant looks at the same proof wherever they are.

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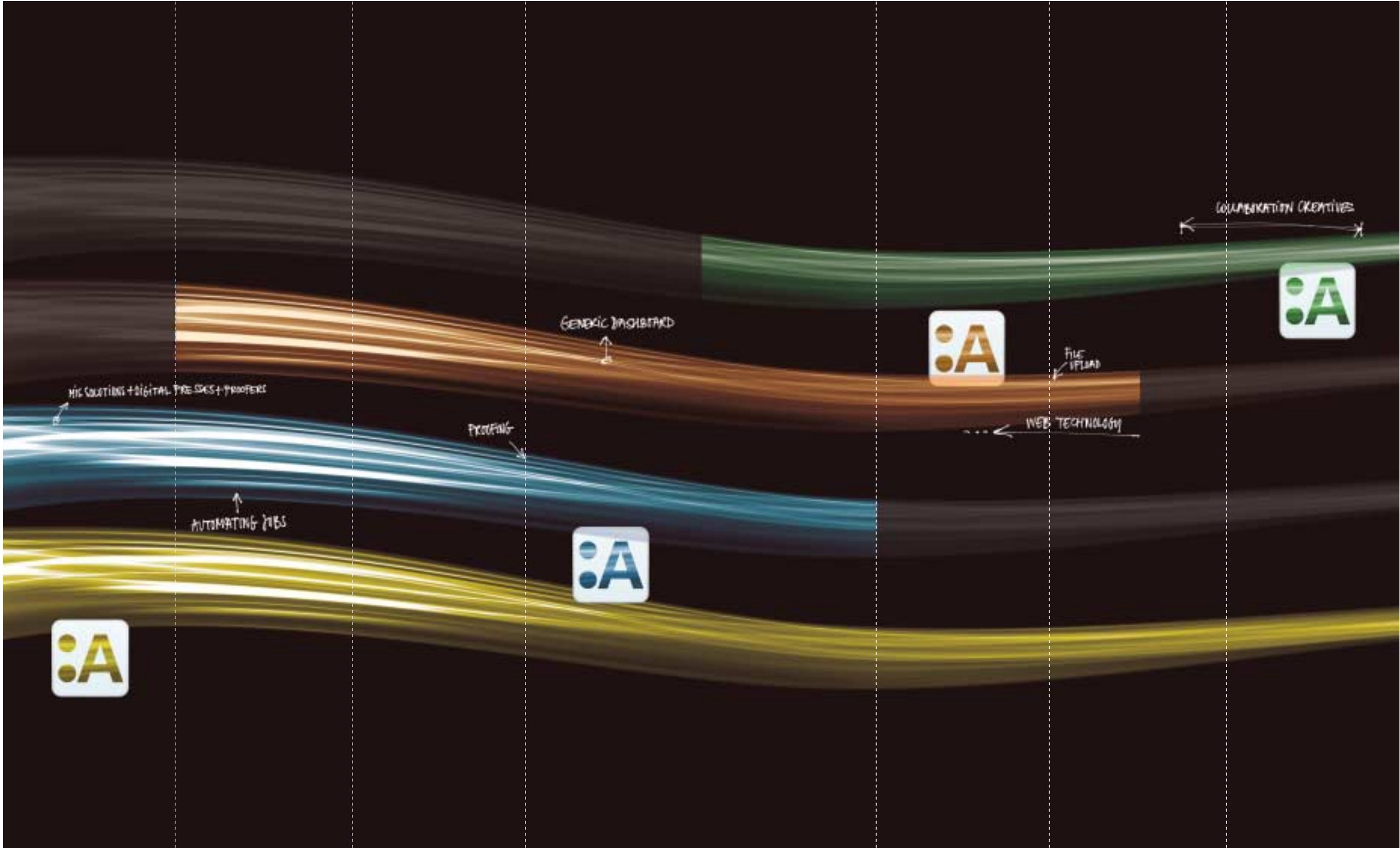
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INKKEY SETTINGS

REMOTE PROOFING

ADVERTISEMENTS

TEXT & IMAGE



PRINTING

PLATE MAKING

IMPOSITION

PROOFING & RENDERING

PREFLIGHT

FILE UPLOAD

PAGE LAYOUT

CREATION



:APOGEE Secuseal

For those who want to stop counterfeit printing, :APOGEE Secuseal is the software solution that provides dedicated designing and verification tools to generate complex security designs and patterns that make imitations recognisable and traceable. Unlike other security solutions, :APOGEE Secuseal, an Adobe Illustrator plug-in, offers a perfect fit into standard workflows and introduces product safety directly into the first phase of the workflow.

:APOGEE Media

For cross-media content creators and owners who need to store, handle, retrieve and archive any type of data format for cross-media communication :APOGEE Media is an integrated publishing system that incorporates content creation and management with layout and editorial workflows in one solution. Unlike other data management solutions, that only handle partial or highly specialized processes in often a rigid way, :APOGEE Media presents the only truly open, dynamic and all-round integrated publishing system offering flexible, cross-media usage based on Java 2EE and XML technology.

:APOGEE PUBLISH

:APOGEE Secuseal

Build in security in time, at the right place... efficiently.



Counterfeiting is no longer restricted to bank notes, checks and bonds. Products such as pharmaceuticals, tobacco products and luxury goods like liquor and perfume are now commonly copied. Various sources state that the annual growth rate of counterfeiting may be as high as 20%. To obtain a certain level of security, different techniques can be used today to achieve the necessary quality. Watermarking, tags, special inks, substrates... are combined in order to lift up this level of security. Equally important and commonly used is the artwork attached to the product. Offering security during this design phase will increase the anti-counterfeiting value of the printed product. This is where :APOGEE Secuseal will get your security in time and at the right place...



:APOGEE Media

Get the content in time to the right place... efficiently.



Cross-media content creators, designers and owners – print or web publisher, general or specialized service provider, medium or large corporation – evolve from desktop or database publishing towards integrated publishing.

They face the task of unifying and meeting both creativity and productivity objectives, with full flexibility! Professional collaboration on that level requires two major capabilities. You need up-to-date digital content asset management (:APOGEE Media Catalogs), the cornerstone of access to and control over all types of assets. Equally important is an integrated and flexible editorial and layout production workspace (:APOGEE Media Publications). This is the playing field of parallel processing, cross platform consistency, versioning and proofing*, colour management, PDF, JDF and XML openness instead of native formats, professional tracking and reporting.

* See page 45-47:
Standardization and Expertise



Benefits of :APOGEE Secuseal

• Achieve time saving...

The security design is easily created, leaving space for the creative touch of the designer. Traditional artwork can be fluently combined with the very complex and hard-to-copy :APOGEE Secuseal designs. The security creations of each operator becomes even more unique and difficult to counterfeit if multiple :APOGEE Secuseal tools are combined.

• Achieve cost cutting...

:APOGEE Secuseal is offered on a modular base, the security design modules are extendable with external verification solutions. Different solutions can be proposed fitting the needs of the market. Buy what you need. That modularity makes the product fit into standard workflows, and reduces learning curves and installation costs.

• Achieve a quality boost...

Security can not be achieved without quality. The different :APOGEE Secuseal tools are used to create complex designs, sophisticated backgrounds or to convert images into complex linework patterns, all by the use of tool dependant parameters. Those different calculation modes per tool assure the quality of the achieved result. Due to the endless variations offered, copying is hardly possible.

Benefits of :APOGEE Media

• Achieve time saving...

:APOGEE Media allows you to link straight into a publication structure. Access, share, and repurpose assets in a secure, easy and advanced way. Use XML so no transformations into application formats are needed. Maximize metadata information for identification, search, retrieval and reporting. Do proactive planning. Re-use best practices. Collaborate across process boundaries. Automate complex page processing and proofing. Centralize and simplify maintenance and upgrading...

• Achieve cost cutting...

Calculate the cost savings of the above time savings! Enjoy web-based services versus the purchase and maintenance of a wide range of desktop software products.

• Achieve a quality boost...

Improve brand streamlining by professional colour management. Optimize the use of best practices. Exploit the use of centralized, high quality assets. Minimize process related and human errors by seamless integration. Automate complex tasks and processes. Facilitate highest level collaboration. Reduce stress via intuitive interfacing and user-friendly operation. Maximize user profile based security.



For print and trade service providers, who need to optimize their service and value offered to brand and content owners :APOGEE PORTAL is the project management solution that offers customer-focused print and communication project management. Unlike approaches that only automate and connect partial workflows and sub processes, :APOGEE PORTAL presents a flexible, web-enabled, XML-based approach that reduces cycle time, eliminates costs and increases productivity by seamlessly integrating all business, content and production processes.

:APOGEE PORTAL

Connect the creative and production environments



Starting from approved cross-media assets, project managers across the entire supply chain set up and manage flows that lead to the production of communication end results. These flows connect a multitude of sites in the creative environment – driven by flexibility – to all the sites in the productive environment – driven by rigid production oriented processes.

To optimize these flows connectivity based on JDF information is the key.

:APOGEE PORTAL uses JDF/JMF instructions to set up the necessary flows or task chains. It prepares and sends quotes and tracks customer approval. It polls actors for input and informs them of deadlines. It preflights incoming content, produces versions, applies colour management, creates soft proofs and streamproofs, organizes approval cycles. Finally it groups pages into jobs and drives prepress systems to produce plates.



Benefits of :APOGEE PORTAL

- **Achieve time savings ...**

Automate page processing steps to the max. Simplify the set up and re-use of flows or task chains. Automate all connection processes between creation and production. Select, upload, preview and approve files faster than ever before. Perform more procedures in the background. Shorten approval cycles. Submit content smoothly via intelligent software tools.

- **Achieve cost cutting...**

Automate as many steps as possible in the task chain to cut cost tremendously. Reduce errors by using templates and best practice flows. Prefer less expensive and integrated web-based services over a variety of desktop packages.

- **Achieve a quality boost**

Facilitate spot colour preflighting. Visualize complex products and combinations early in the process. Benefit from certified, colour managed soft and hard copy proofs. Exploit JDF to improve communication and messaging.



For print service providers who need to automate and control their entire production workflow :APOGEE PREPRESS is the modular prepress production system that handles automated conversion of pages to output ready files for any conventional or digital output medium. Unlike less integrated, more complicated workflow approaches :APOGEE PREPRESS presents a comprehensive native PDF rendering solution, supporting open standards for integration and automation (JDF, JMF, and XML) for maximum productivity.

:APOGEE PREPRESS

Convert pages to print files or plates



Project production, to conclude, is in the capable hands of prepress operators at print service providers, assisted by professional production software. They convert finished pages into analog or digital communication products. To accommodate for deadline pressure at the very end of the production line, rigid prepress solutions are indispensable. Productivity is of the utmost importance.



:APOGEE PREPRESS is a PDF/JDF/JMF based, integrated set of production modules to convert pages to proofs and plates, and page versions to plate versions. It provides final production checks in terms of fonts, imposition, ink profiles, screening, colour management... But if you want, it can also only be a "PlateMaker", i.e. one schedule driven platemaking software module that allows easy and fast plate remakes while sending ink key files to support the printing room.



Benefits of :APOGEE PREPRESS

• Achieve time savings ...

Rigidly automate page conversion and plate output to meet deadlines. Fully control all system processes to prevent and quickly remedy failure. Reduce human intervention via JDF based instructions. Implement a time saving CIP4 approach.

• Achieve cost cutting...

In a strong production driven environment, process automation is the biggest cost saver. Optimize investments for hardware platforms and software licenses by relying on a fully integrated, yet modular system. Integrate legacy components. Enforced automation reduces risk of errors. Maximize up time via system wide process control.

• Achieve a quality boost

Standardize and monitor system wide production and colour proofing for optimal quality. Guard colour quality through system wide integrated colour management. Streamline quality by using Certified PDF preflighting*. Turn a built-in security approach* into yet another quality characteristic.

* See page 45-47: Standardization and Expertise



Print as a medium continues to play an important role in everyone's daily life. Emerging digital solutions and traditional print complement and co-exist in the communication challenge. To communicate the right content or colour, regular checks at various points in the workflow are needed. With :APOGEE COLOR every proof is a commitment, produced onsite or remotely, viewed on a monitor or in hard copy. It is a reference upon which all production partners, regardless of role or location, agree upon. Without it, work cannot proceed. With end-to-end quality and colour management seamlessly integrated in the automated workflow, proofs are reliable at every point and act as a reference. This also impacts the pressroom, as :APOGEE COLOR provides the necessary colour management tools to save ink costs while preserving or even increasing the printability and quality of the printed matter.

:APOGEE COLOR

Proofing and approving as a reference and a commitment

Whether it is used to check content or colour, produced onsite or remotely, viewed on a monitor or in hard copy, every proof is a commitment. It is a reference about which all production partners, regardless of role or location, agree upon. Without it, work cannot proceed. That means proofs must be reliable at every point in the workflow. Fast turnaround times require flexible ways of communicating and securing approvals.

Hardcopy or soft proof

With :APOGEE COLOR making hardcopy proofs is easy. Gone are the days that hardcopy proofing was an art, today with :APOGEE COLOR it's a science. Hard copy proofs are tactile, you can drag them away and look at them from another angle, they look like a printed sheet and seem easier to read.

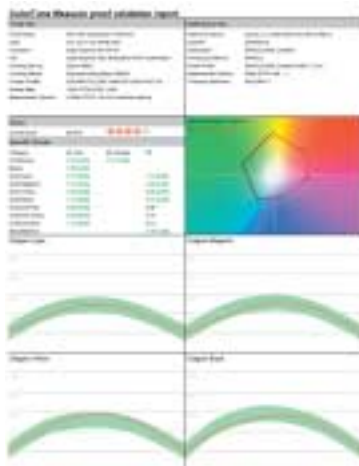
With :APOGEE COLOR soft proofing tools Agfa offers a system wide ability to act quickly and from your own desktop. It is easy to look at thumbnail previews or to exchange PDF files. Soft proofing is flexible and swift, no matter how many changes were made, you can always evaluate the result wherever you are.

Control matters

The content-creation business is highly competitive. Image quality and digital integrity are of the highest importance. Hence the need for a fully digitized process for accessing and managing data. However, a purely digital workflow is only an advantage if the colour can be counted on as accurate and consistent. In particular for advertising agencies and prepress shops, it is crucial to be very focused on the quality and accuracy of the digital files because their reputation depends on it. Their main responsibility is to preserve the brand of their clients through the way their creations are represented.



Benefits of :APOGEE COLOR



• Integration

Integration means the chosen proofing solution becomes a very flexible integrated part of the production and workflow systems. Truly integrated means that regardless which type of system, device, media and equipment used, colour is guaranteed. :APOGEE COLOR and :APOGEE Streamproof systems excel at integrated operation in terms of approvals on both hard copy proofing and soft proofing.

• Standardization

Standardization requires the use of file format (PDF), software (XML, JDF, JMF) and colour management (ICC) standards as well as strict production and internet based communication procedures. Colour quality does not come easy. Calibrating and characterizing the equipment, proofing by the numbers, and measuring the outcome, is the only road to success. Agfa Graphics' :APOGEE ColorTune colour management solution and :APOGEE SherpaProof certified proofing systems are your best guarantee for professional standardisation.

• Assurance

Assurance is the result of working with integrated standardised production and evaluation methods. Certification procedures and services complete the approach. Agfa Graphics continuously develops up-to-date approval solutions and implements them at their customer sites via its Agfa Professional Services approach including training and know-how transfer.



To achieve success in print communication, i.e. to create a perfect value chain, you must integrate all relevant content, purpose and status data and automate the conversion of finished pages into any type of printed product. For that you need maximum standardization in every way, supported by professional expertise in products, systems and services.

Standardization and expertise



PDF

PDF, or Portable Document Format, is a file format. It was created by Adobe Systems in 1993 to allow easy document exchange (viewing and printing) between different computer platforms.

Unlike Postscript, PDF is not a programming language. The PDF is a file format that uses a device independent coordinate system to position all the content objects on the page.

PDF is used to represent document content in a format that is independent from the device it is shown on and the display resolution.

It can contain text, vector graphics (shapes and lines), raster graphics (photographs) and supports links, forms, 3-D objects and plug-in based embedded objects. It is an ISO standard for several application fields such as printing and graphic arts, corporate, government and engineering environments.

- In 1994, Agfa Graphics supported Adobe Systems in their world wide launch of the PDF format for graphic arts applications.
- In 1997, Agfa Graphics introduced and shipped :Apogee, the very first prepress workflow system based on PDF.
- In 2007, Agfa Graphics included the Adobe PDF Print Engine in its workflow solution.



JDF

JDF or Job Definition Format, is an industry standard XML based file format, designed to simplify information exchange between different applications and systems in the graphic arts industry.



JDF is used to specify job ticket information that describes the purpose the originators have in mind with the content of the print or cross media product. At every step of the creative, prepress, press, postpress and delivery processes, a JDF capable solution finds the file it needs, locates and loads it and performs the specified tasks, then completes the ticket with information on what was done and where the file should go next. JDF instructions serve to define and track workflow steps for jobs as well as devices, and to bridge the communication gap between production and management information systems even from diverse vendors.

- In 1999, Adobe Systems, Agfa Graphics, Heidelberg and MAN Roland initiated an open format XML based job ticket. This open JDF job ticket is the successor to the Print Production Format established by the CIP3 committee. At drupa 2000, they passed on the specification to CIP3 providing it would reorganize as a public entity open to all players on the market. JDF is now managed by CIP4, the International **C**ooperation for the **I**ntegration of **P**rocesses in **P**repress, **P**ress and **P**ostpress Organization.

JMF

JMF or Job Messaging Format, is a part of the JDF specification and compatible with XML.

JMF instructions are used by JDF capable systems to communicate status information – in a unidirectional or bidirectional way – about start, stop and error events, available or offline status, or specific results in terms of waste levels, including device make and model, operator identity, etc.



ICC colour profiles

ICC or the International Color Consortium is an industry organization that is responsible for the specification of ICC colour profiles and colour management architecture standards. It is focused on promoting the use and adoption of open, vendor neutral systems for cross-platform colour management. In 1993, Agfa was one of the four consortium founding members. Today, Agfa Graphics remains a leading member of the ICC consortium and provides software solutions that meet the requirements of the ICC. ICC profiles are part of the ISO 12647-1 standard.



APPE

The Adobe PDF Print Engine, APPE, addresses the needs of today's print professionals by enabling an end-to-end native Adobe PDF workflow, including native PDF rendering.

It eliminates the need for conversions and ensures reliable, consistent printing while keeping the PDF documents themselves device-independent. The Adobe PDF Print Engine leverages Job Definition Format (JDF) files to separate content from process information. By using a common renderer for both previewing and final output, printers and designers alike can count on reliable soft proofs. Agfa Graphics was one of the first Adobe's print solution partners to have embraced the Adobe PDF Print Engine and have integrated it into printing and preview systems in many innovative, exciting ways. If you use a PDF workflow, an Adobe PDF Print Engine solution will work for you.



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