

# **PDF: The New Workflow Standard?**

- **Role of PDF**
- **PDF can not solve all problems**
- **PDF Experts Roundtable**
- **White paper "PDF for Prepress"**

**An updated version of this presentation can be found on the Internet: <http://www.prepress.ch>**

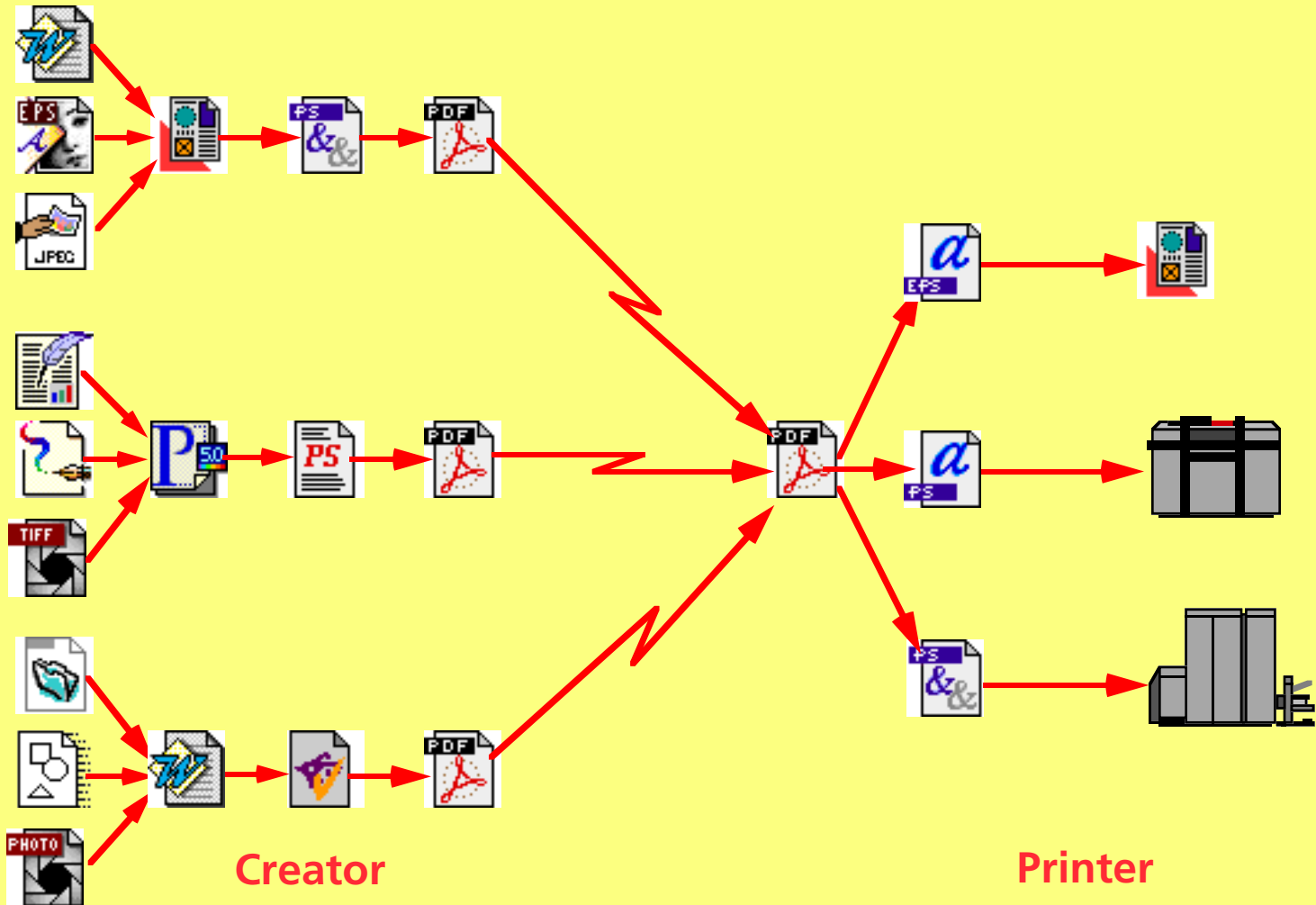


# PDF: The New Workflow Standard?

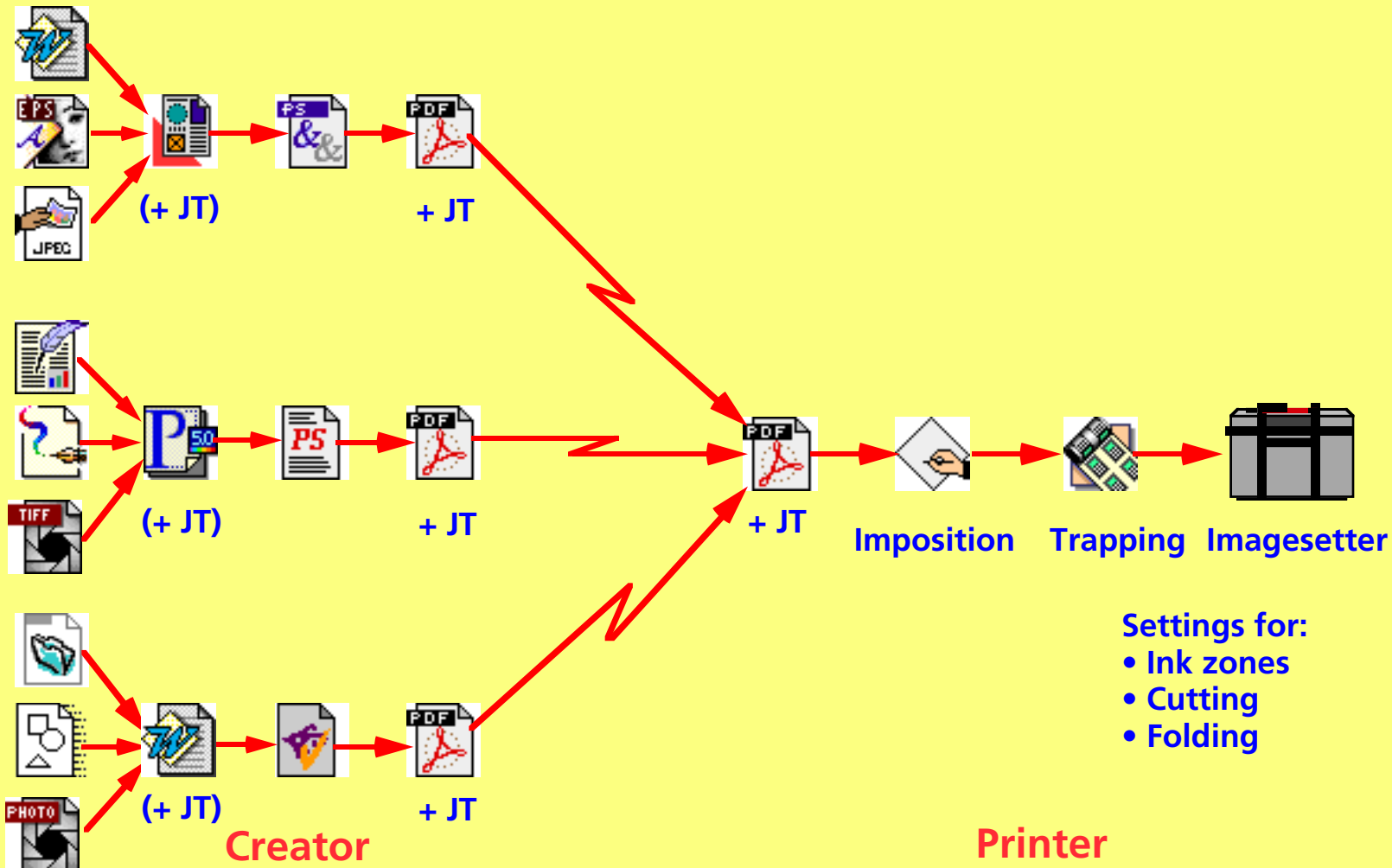
- The answer is **YES!**
- PDF will change the way we work
- PDF has two roles:
  - Exchanging pages between different partner in the production process.  
→ «Digital Film»
  - Automatisation of output workflows  
→ Computer-Integrated-Manufacturing



# «Digital Film» → Unified format



## PDF + Jobtickets = CIM



## PDF can not solve all problems

### Problem

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### Result

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Missing images, graphics

**solved**

Missing fonts

**solved**

Page independence

**solved**

Wrong pages sizes

sometimes

File sizes

**optimized**

Wrong color

sometimes

Color Management

promised

Resolution to low

**too late**

Resolution to high

(almost) **solved**

Complex PostScript

(mostly) **solved**

Typos

sometimes

Unprintable elements (e.g. hairlines)

**not solved**

Font modifications (e.g. outline)

**not solved**



# PDF Experts Roundtable

- Group of print publishing specialists invited by Olaf Drümmer to discuss PDF-Workflow issues
  - What is working?
  - What is missing?
- Result of the discussion:  
White paper "PDF for Prepress" (7 pages)
  - Contains requests to Adobe, application vendors (Quark), PlugIn developers

(Download: <http://www.prepress.ch>)



## Biggest issue: RELIABILITY

- The creator of the document has to generate PDF
- PDF is serving many purposes:
  - CD-ROM
  - Web
  - Printing (Highend-PDF)
- Distiller has a lot of parameters (23)
- Default setting is completely wrong for Highend-PDF
- Goal: The generation of PDF has to become foolproof!



## Distiller

- **Distiller settings**
  - **Ability to save and load Distiller settings  
=> Distribution to customers**
  - **Ability to choose the setting already in  
the Printer driver**
- **Runtime Distiller**
  - **Only capable to work with  
pre-configured Distiller settings**
  - **No access to job options**
  - **Bulk license for printers, service bureaus  
=> Distribution to their customers**





## Downsampling

<u>Source</u>	<u>Setting</u>	<u>Result</u>
400 dpi	72 dpi	72 dpi
400 dpi	150 dpi	150 dpi
400 dpi	250 dpi	<b>400</b> dpi

- Distiller has a built-in threshold value of 200% before downsampling is activated.
- Goal: User-definable threshold value



## Fonts

- **Option to convert TrueType to Type-1 Fonts in Distiller**
- **Option to really embed ALL fonts (also Times, Helvetica, Courier, Symbol, Zapf Dingbats)**
- **Enforce use of embedded fonts in the RIP (without subsetting the fonts)**



## Output

- Option to output printer marks
  - registration marks
  - crop marks
  - color bars (user definable)
- Separation for PS Level-1 RIPs and applications
- Preview separations in Exchange



## Spot color

- Prologue/epilogue are dangerous  
=> idiom recognition for PS Level-1 color  
in Distiller
- Spot color conversion to process color
- Spot color mapping  
(several spot colors to one spot colors)



# Color Management

- Default ICC input profiles in Distiller
  - color space: RGB, CMYK
  - data types: continuous tone images, text/vector graphics
- ICC output profiles
  - output device
  - proofing device

**Announcement of John Warnock:  
ICC-based CMS for all major Adobe applications  
(including Acrobat)**



## Flattening of PDF

- Elimination of non visible elements
  - out of the crop box
  - covered by other elements
- Cropping of clipped images



## Conclusion

- There are still some (smaller) limitations.
- I am convinced that these issues will be solved!
- Reliability is the number 1 issue
  - Creation of PDF → ease of use
  - Output of PDF → control
- PDF is a unique chance to get
  - a universal exchange format for pages
  - an open standard for output workflow
- This will change publishing like PostScript did in the 80's.
- We have to rethink our workflows!



# There is no chance without a risk

