

IMMEDIATE RELEASE 3DAP VERSION 3 (v3) Proof Standards

Important Points:

- Version 2 (v2) proofs will be acceptable as well as v3 until 2 April 2009, after this only v3 proofs will be accepted by participating magazine publishers in Australia.
- Proof originators: Speak to your proof vendor about the v3 set up procedures to comply with v3 guidelines, v3 does not mean that new equipment must be purchased to render a v3 proof.
- Proof vendors: Please contact 3DAP at info@3DAP.com.au or dbowman@sinnottbros.com.au for further information on compliance procedure.

Introduction

The 3DAP committee are to release version 3 (v3) of their proof guidelines.

In announcing "roll-out" details of Version 3, the Committee has adopted the Australian version of the international printing standard ISO 12647-2, and will incorporate the ISO 12647-7 tolerances for proofing quality control. 3DAPv3 will enable greater control in the printing processes by making available via their website, recommended separation profiles to suit the final printing requirements.

The change has been driven by Australia's printers adopting the AS 12647-2 ISO printing standard and one of the many benefits is a common colour space for both web and sheet-fed print applications which will narrow the divide between the two printing methods depending on paper type.

The updated 3DAP standards will provide many benefits to the pre-press, publishing, and printing industries, giving a more predictable proofing and printing environment. The standards will encompass two different ISO paper types which will cover the majority of magazine printing requirements.

- (1) **Paper Type 1** is typically a higher brightness coated stock and may be used for most magazine stocks printed sheetfed, as well as the higher brightness web offset stocks.
- (2) **Paper Type 3** is typically a mid to high brightness coated stock generally with a lower mass per area weight (gm).

There will be a cross over period from 3DAPv2 to 3DAPv3 until April 2 2009, advertisers responsible for the management and placement of repeat advertising will be encouraged to adopt the 3DAPv3 standard as soon as possible, in an effort to avoid any colour issues on press with editorial pages produced using the 3DAPv3 standard. This could lead to unnecessary colour compromises and disappointment on press.

The 3DAP committee has representatives from all the major publishers in Australia on the committee, as well as the web offset print groups. It is the industry committee endorsed by the MPA.

With the help of the proofing device vendors who seek 3DAP approval, the delivery of calibrated proofing from disparate devices is possible. The vendor's task is to administer a QC system that will ensure a standardized proof can be produced correctly by their customers. The result is consistent proofs delivered to advertisers, publishers and printers that represent an achievable result on press.

VERSION 3 CHANGES:

3DAP v3 Control Strip

In order to verify that a proof is actually a 3DAP v3 proof, each proof must have the following new 3DAP endorsed Control Strip displayed beside the advertising material. Use of the strip obligates the user to follow the QC procedures supplied by proof vendors to the user after approval of their individual device.

3DAP V3 Control Strip:



This wedge is only available to users of 3DAP approved proofing systems and must show:

- The proofing vendor’s name /logo
- The RIP
- The proofing device used
- The proof originator’s company name /logo

The control strip must be placed beside the advertising page prior to proofing as an element-ensuring that the correct simulation profile is applied to the control strip.

Proof Viewing Conditions

Correct viewing conditions are essential when viewing proofs. For accurate colour and tonal value perception, International Standards (ISO 3664:2000) state that lighting of 5000K “viewing conditions – Graphic Technology & Photography” are to be used.

The viewing area should be glare-free neutral Grey. The influence and effect of daylight when viewing material can also dramatically alter how colour appears.

Measurement Data:

DeltaE tolerance is to be measured using D50. 2* observer and delta E (76) standard.

3DAP v3 Tolerances for Proofing – these tolerances conform to ISO 12647-7 specifications

	For 3DAPv3 strip							For full ISO 12642-2 chart*		
	Paper (ΔE)	Average all patches (ΔE)	Maximum all patches (ΔE)	Maximum CMYK Primaries (ΔE)	Maximum CMYK Primaries (ΔH)	Average Composed greys (ΔH)	Tone Value Difference (%)	Average all patches (ΔE)	Average outer gamut patches (ΔE)	95% percentile (ΔE)
Tolerance	3.0	3.0	6.0	5.0	2.5	1.5	5.0	4.0	4.0	6.0

* IT8-7.3, IT8-7-4 or ECI2002

3DAP Proof Approval Guidelines v3

Gaining 3DAP Accreditation

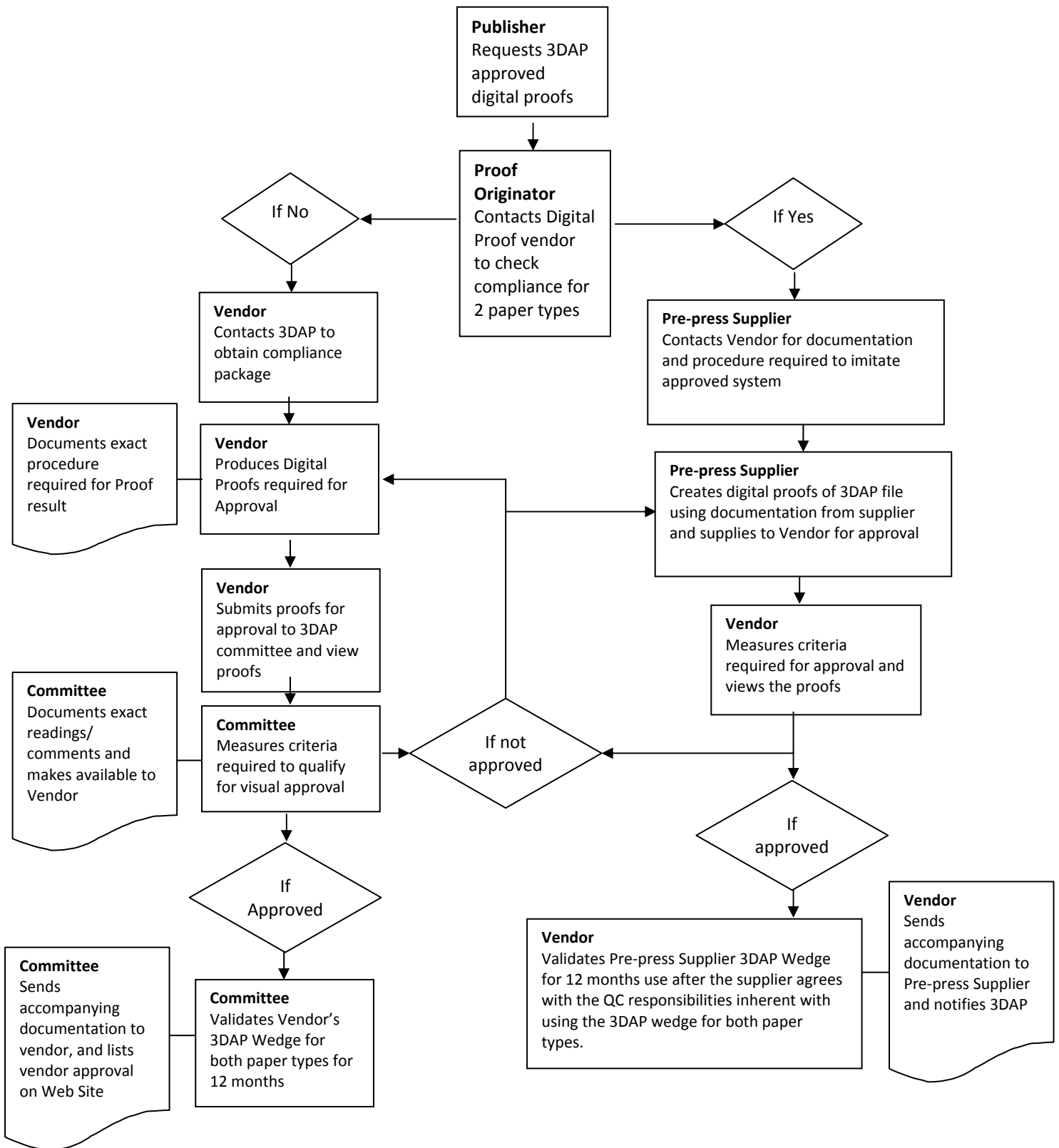
3DAP accreditation is offered only to proofing vendors who supply the industry with proofing solutions and have the necessary resources to continue supporting these accredited proofing solutions. After gaining accreditation, the vendor is issued with an individually certified 3DAPv3 control strip for each proofing solution that has been accredited. The certified wedge will identify the particular proofing solution to publishers and printers and is used to QC the proof at point of creation. The control wedge also enables third parties such as publishers or printers to QC the proof by way of measurements performed on a suitable spectrophotometer.

Any qualified proofing vendor who seeks 3DAP v3 approval is welcomed by the committee as it is essential that as wide a choice of vendors as possible is available to the magazine publishing industry. It is important to remember that the guidelines issued by 3DAP are issued in accordance with the stated objectives, in summary a predictable workflow. Therefore proofs must match to the target colour space within 3DAPv3 tolerances, this window is defined as “what is commercially acceptable.”

As the v3 procedure is new, the easiest way for a proof vendor to proceed after reading this document is to contact the 3DAP committee via email info@3DAP.com.au . After matching the targets, the next step is to contact the committee to attend an approval meeting.

Following is a summary chart of the QA procedures for vendors and proof originators and then detailed instructions for vendors, proof originators and 3DAP committee.

The Quality Assurance Process Flow Summary



3DAP Proof Approval Guidelines v3

Procedure for Proof Vendors seeking accreditation by 3DAP

Vendors wishing to become 3DAP compliant must complete the following procedure:

- Order the 3DAP compliance kit info@3DAP.com.au The kit includes:
 - 2 x 3DAPv3 Accreditation Form pdf's – 1 x Papertype1 & 1 x Papertype3
 - 2 x visual reference target proofs - 1 x Papertype1 & 1 x Papertype3
 - Tolerance documentation & measurement data for targets & control wedges
- Produce digital proofs for both Papertype 1 & Papertype 3 Accreditation Forms that visually match the reference proofs supplied, and also fall within the proofing tolerance figures provided (see 3DAPv3 Tolerances for Proofing information). The measurement data provided for Papertype1 is derived from Fogra 39L data and the Papertype3 is from Fogra 28L data.
- Create documentation for each proofing solution that indicates the following: VENDOR NAME, PROOFING DEVICE, RIP SOFTWARE, OUTPUT RESOLUTION, PROOFING STOCK, AND INK SET USED. This information should be supplied in the correct format for publication on the 3DAP website and should include vendor contact details.
- Submit the digital proofs along with relevant documentation to 3DAP for accreditation. Papertype1 & Papertype3 submissions will both need to meet the necessary criteria at the same submission to validate the proofing solution gaining accreditation.
- The vendor will keep the target proofs used in the process - 3DAP will archive the approved digital proofs.
- Approved vendors will be notified and then published on the 3DAP website and issued with a certified 3DAP V3 control strip for that particular accredited proofing solution.
- At the end of each 12 month period from the original date of approval, the vendor is obligated to output and re-submit new Papertype1 & Papertype3 proofs for re-accreditation, meeting the above mentioned criteria once again in order to keep their approved status current.
- The proof vendor agrees to not release the 3DAP control wedge for the 2 paper types to a customer (proof originator) until they are reasonably satisfied that:
 - a) The sample proof produced by the pre-press supplier matches the vendor master proof within the specified tolerances.
 - b) The pre-press supplier understands their responsibility to measure and maintain proof consistency within the specified tolerances.
 - c) The pre-press supplier uses the control strip aware of the fact it is their responsibility that the proof supplied with the control strip will be produced in accordance with procedure set out by the proof vendor and complies with the documented QC tolerance
 - d) The pre-press supplier is aware that a 3DAP compliant proof must be proofed directly from the file supplied to the publisher/printer.

Responsibilities for proof originators using 3DAP accredited proofing solutions

Any users of 3DAP accredited proofing solutions must be responsible for the day to day QC of their accredited proofing solution. Procedures and QC systems should always be implemented in collaboration with the vendor the proofing solution was purchased from. Some of the proof originators responsibilities include:

1. Ensuring that their vendor has supplied them with a QC systems procedure, including the recommended set-up, calibration procedures, 3DAP Papertype1 & Papertype3 proof verification software and hardware and a file of the 3DAPv3 Accreditation Form.
2. Periodically produce a proof of the 3DAPv3 Accreditation Forms using the proof vendor's QC system procedure guidelines and measure and record the delta E values. The delta E values must be within the specified delta E tolerances specified by 3DAP v3.
3. To ensure the accredited 3DAPv3 control wedge appears on all proofs for QC.
4. Not to change any components of the accredited proofing solution without first consulting with the vendor. It should be noted that any change to the accredited solution (e.g. proofing stock) could render the solution out of specification.

NB: To ensure the accuracy and consistency of proofs, it is essential that the calibration of equipment used to produce proofs is monitored and kept within the manufacturer's guidelines; changes can affect the proof result and therefore 3DAP compliance.

It is the responsibility of the proof supplier who attaches the 3DAP control strip to a proof used in the market that they ensure that the proof complies with the published guidelines.

Accreditation Procedure for 3DAP Committee

Members of the 3DAP committee are required to follow the procedure below when assessing proofs for accreditation

1. The accreditation process is a 2 step process:
 - a) Measure and record Lab readings, from the EC12002 or IT8/7.4 target on the digital proofs. The readings must fall within the deltaE tolerances specified by 3DAPv3 – a recognised tolerance for the difference between measuring devices is also taken into consideration. The 3DAPv3 control wedge must also fall within the required specifications.
 - b) Perform a visual analysis, comparing the submitted proofs to the supplied reference proof. The visual analysis is performed under current ISO lighting standard regulations
2. 3DAP will approve the submitted vendor proofs after both submitted proofs have achieved deltaE readings within the specified 3DAPv3 tolerances and both proofs have passed the visual comparison to the 3DAP supplied reference proofs.
3. All documentation must be supplied to 3DAP for approval. The applicant agrees to follow the QC instructions with their clients who may be issued a 3DAP wedge. The supplier needs to keep a record of authorised client sites issued with the accredited control wedge for each accredited proofing solution and ensure that the proof originator fully understands the responsibilities of using the 3DAP Wedge.
4. Once approved, a proofing solution is valid for a period of 12 months, 3DAP will publish supplier and device details and date of approval on the 3DAP website for that period, at which point successful re-submission is required to continue the listing. It will be the vendor's responsibility to re-submit for ongoing accreditation in accordance to the dates listed on the 3DAP website.