



## **Adobe Hosts the Ghent PDF Workgroup for Pivotal PDF Development Meeting in San Jose**

### **Publishing, Printing, Premedia, Graphic Arts Executives and Suppliers Invited to Register Free and Attend as Observers**

**GHENT, BELGIUM – September 28, 2009 – The Ghent PDF Workgroup (GWG), with key vendor member Adobe Systems Inc. as its host, welcomes members and registered guest observers to the second ever North American meeting scheduled for October 29 and 30 in San Jose.**

**At this first meeting being held at Adobe headquarters, members will review and discuss specifications based on the latest PDF/X-4 release (including transparency and layers), discuss and extend ad ticket support for electronic ads and insertion orders, and solidify spectral color considerations (a key requirement of the packaging community) for spot color identification.**

GWG specifications and best practices are free and used worldwide for quickly compliant and consistent PDF control throughout print, premedia, and publishing organizations, and for numerous applications.

"This is a special opportunity for Americans, Canadians, and Latin Americans to participate in discussions that will lead to development of the most efficient and streamlined PDF automation specifications for use worldwide," GWG chairman David Zwang says.

The 2009 GWG specifications, Zwang says, will result in some of the most profound advancements in automated PDF compliance to high quality standards across newspaper, magazine, advertisement, packaging, and many other applications.

A limited number of pre-registered observer spots, for publishing, printing and graphic design executives, are available. If interested in attending the meeting, contact [admin@gwg.org](mailto:admin@gwg.org).

"The GWG has strong roots in Europe and also the U.S. through the incorporation of PDF/X in the early years," says Vicki Blake, Executive Director for GWG and VP of Business Development for Integrated Color Solutions. "Now with growing U.S. participation and interest, there is again a need for worldwide collaboration to produce today's best practice PDF processes. The upcoming meeting is the perfect

opportunity for organizations in the Americas to learn more about the work of GWG and provide local input and participation."

### **Attendees to include industry leaders**

Among the GWG members and observers planning to attend the NA meeting are Adobe, Adstream, Associated Newspapers, Brown Printing, CEBUCO, NUV, CGS, Digital Media Partners (DMP), Febelgra, Hearst Publishing, Integrated Color Solutions, IPA, IDEAlliance, Ivie & Associates, World Color (formerly Quebecor World), PDF/X Ready, PhotoType, Sanoma Magazines, and Specle Ltd.

### **About the Ghent Workgroup**

The Ghent Workgroup, formed in June 2002, is an international assembly of industry associations and suppliers from across Europe and the United States. The Ghent Workgroup's objective is to establish and disseminate process specifications for best practices in graphic arts workflows.

Since its inception six years ago, the organization has consistently produced numerous process specifications for PDF dissemination as well as developing useful tools for automating processes and establishing consistent PDFs for print and publishing – all available free at: [www.gwg.org](http://www.gwg.org).

Members are comprised of graphic arts associations including: AIDO (Spain), BPIF (UK), BVDM (Germany), CMBO (the Netherlands), DDPFF (Denmark), Digital AdLab UK, ERA (Germany), Febelgra (Belgium), FESPA (UK), FTA (USA), IDP Group (The Netherlands), IPA (USA), IdeAlliance (USA), Madrid Graphic Arts Cluster (Spain), Medibel+ (Belgium), Nederlands Uitgeversverbond/Cebuco (The Netherlands), PDFX-ready (Switzerland), PPA (UK), rotasjon (Norway), TAGA Italia (Italy), UNIC (France), VFG (Austria), VIGC (Belgium), and VSD (Switzerland).

Vendor members are: Adobe, Adstream, Agfa, Callas, CGS, DMP, Dalim Software, Enfocus, EskoArtwork, Global Graphics, GMG Color, ICS, Kodak, OneVision, Quark, Screen Europe, and Specle.

Industry members are: Associated Newspapers, Bleuprocess, Four Pees, Hearst Publishing, Medit Consult, Phototype, World Color (formerly QuebecorWorld), Sanoma Magazines Belgium, Square, and University of Wuppertal.

For more information about the GWG, including a full list of its members and objectives, visit [www.gwg.org](http://www.gwg.org).

# # #

### **Ghent Workgroup Press Contacts**

Judy Sweeney

HSPR

+1 516 771 7512

[judy@helenesmith.com](mailto:judy@helenesmith.com)

Ruth Clark

Splash!PR

+44 (0)1580 24 11 77

[ruth@splashpr.co.uk](mailto:ruth@splashpr.co.uk)

*All products and services are trademarks or registered trademarks of their respective owners and are hereby acknowledged*