

Productivity Tools

Bob Dalton, Product Manager
Flexographic Computer-to-Plate

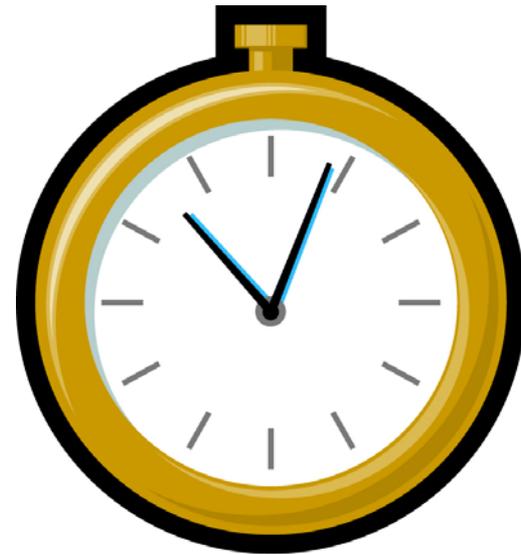
FPPA 10th Annual Convention

February 19, 2007

“A person who dares to waste one minute of life has not discovered the value of life.”

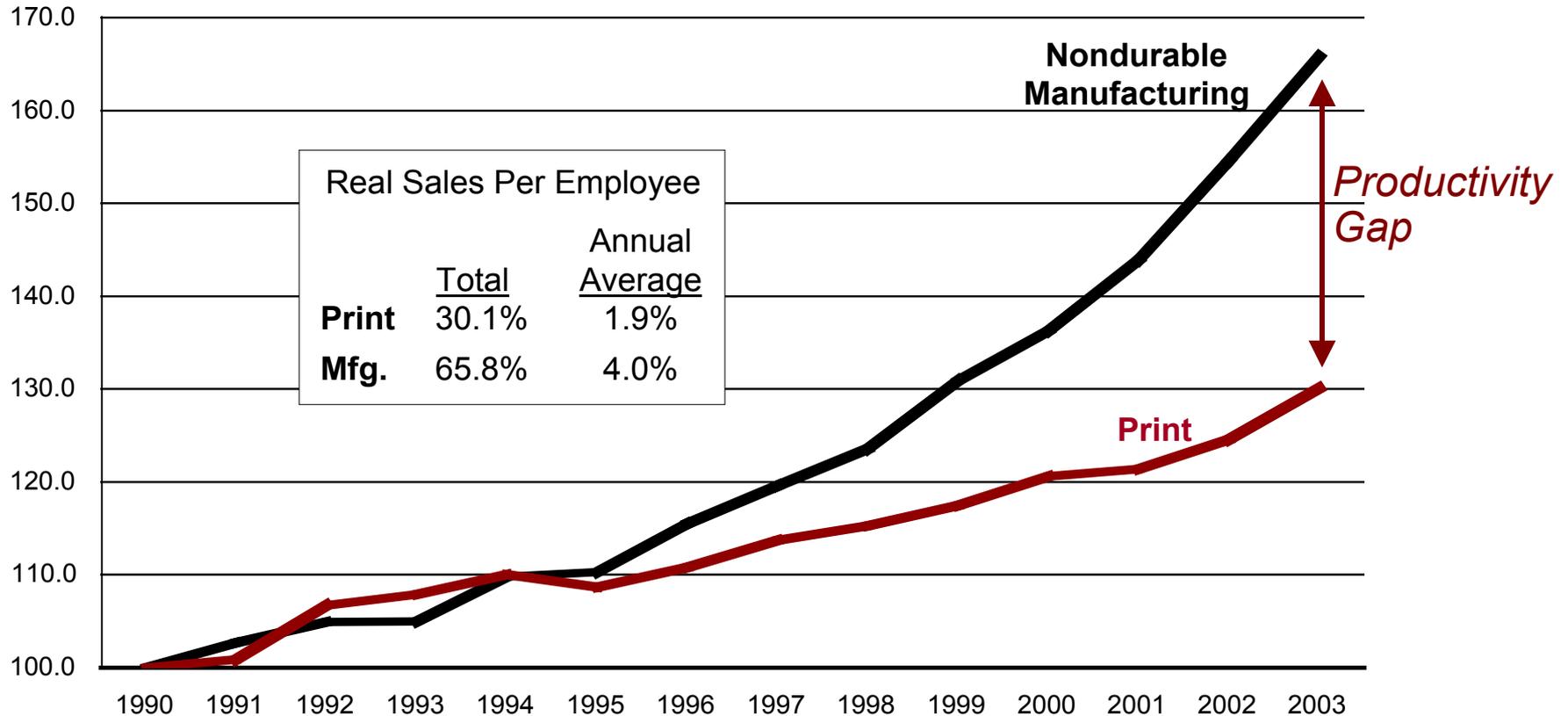
Charles Darwin

(Minor edits by B. Dalton, 2007)



We must get better!

Real print sales per employee is up 30% since 1990—
half the gain in nondurable manufacturing, overall.

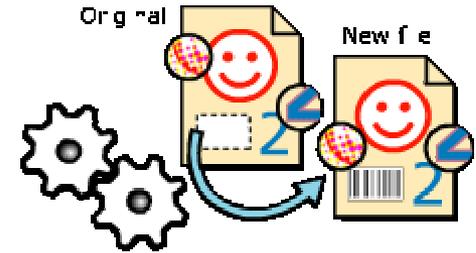


SOURCE: National Association for Printing Leadership, 2005

PDF Compare & PDF Merge



**2006 Technology
Innovator of the Year**



A bit about Kodak....

Kodak Graphic Communications Group

ENCAD, Inc.
A Kodak Company

Kodak Versamark

NEXPRESS
A Kodak Company

Kodak Commercial Imaging Group

Kodak Polychrome
GRAPHICS

creo

September 2003

- Joint Venture KPG
- Joint Venture Heidelberg/NexPress
- Encad

January 2004

- Acquisition of Scitex Digital Printing → Formation of **Kodak Versamark**

April 2004

- Acquisition of **Heidelberg Digital Imaging** and full ownership of **NexPress**

January 2005

- Realignment of **Document Products & Services** into GCG
- **Creo** Acquisition

April 2005

- Acquisition of **Kodak Polychrome Graphics**

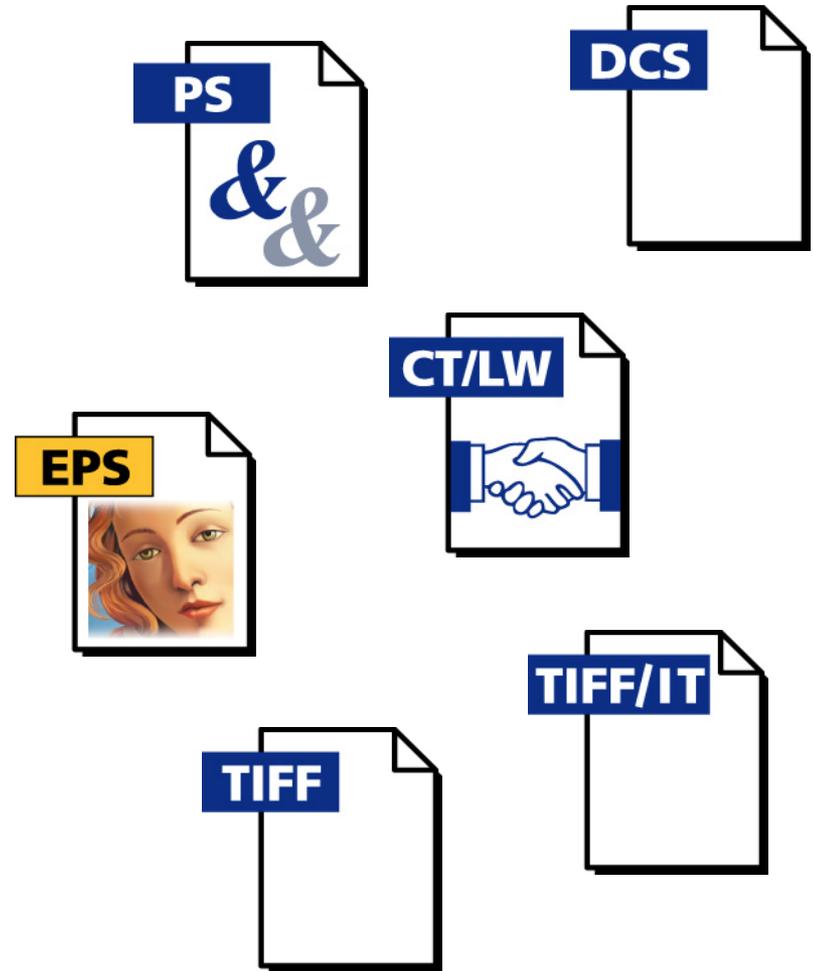
Kodak Integrated Portfolio: Concept to Consumer



A Quick Review...

PostScript and Other File Formats - Deficiencies

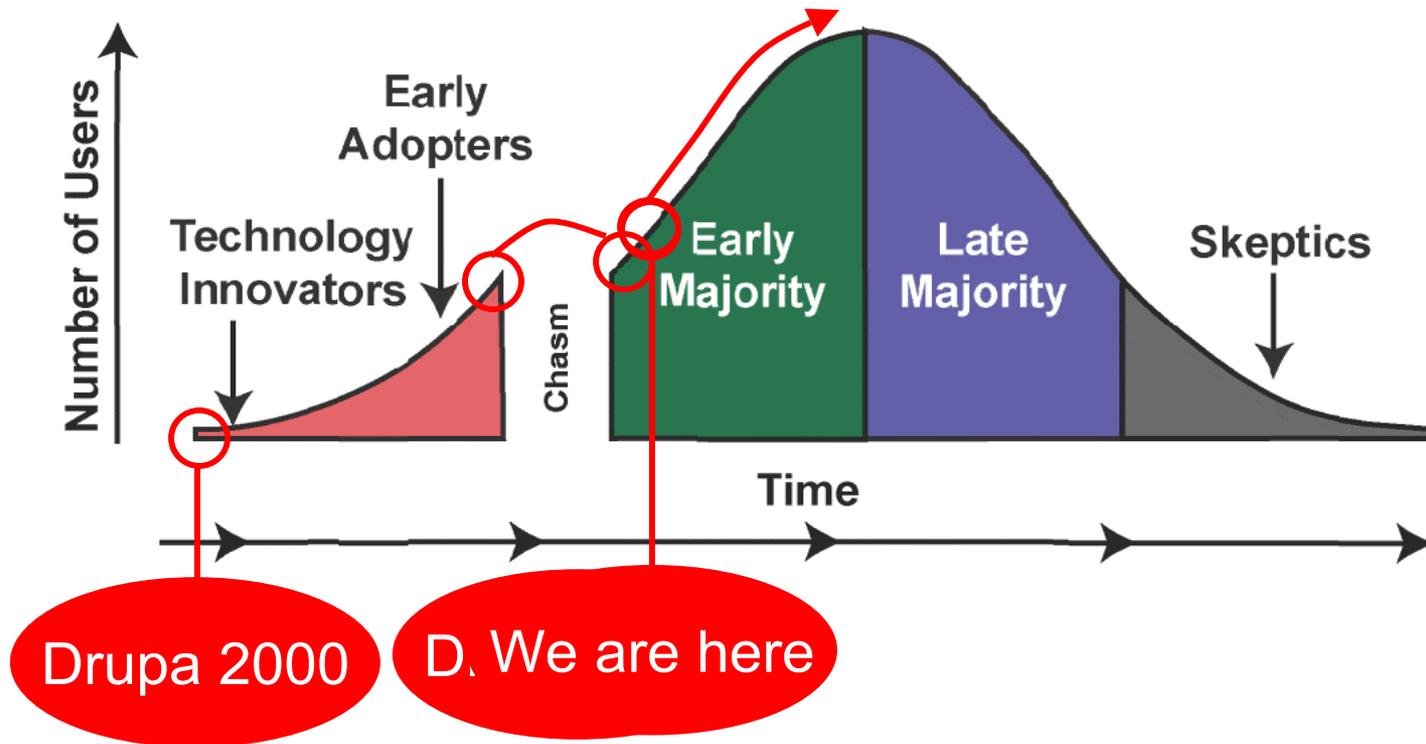
- File exchange requires compatible systems and or applications
- Previewing requires proprietary applications or preprocessing on a RIP
- Editable? - Sometimes
- Predictable? - Sometimes
- Resolution independent? Sometimes
- Large file sizes? - Sometimes
- Limited file transfer options - FTP



The adoption of PDF in packaging

Adoption will continue to advance rapidly due to:

- Implementation of the Adobe Print Engine by vendors
 - Support for Transparency / Layers
- Continued development of and refinement of PDF production tools



PDF File Format - Benefits

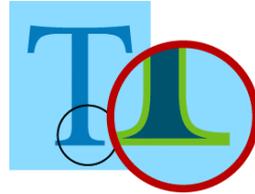
- Exchangeable file format
- 'Preview'-able
- Editable
- Predictable
- Resolution independent
- Minimal file size
- Internet compatible
- Facilitates Automation



PDF has become the de-facto standard file format for exchanging document information between systems.

PDF Production Tools from Kodak

✓ PDF Trap Editor



✓ PDF PlateBuilder



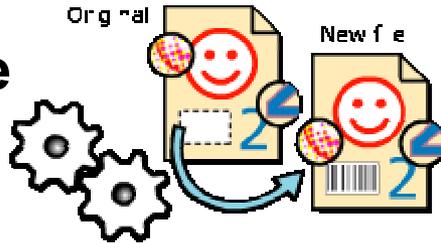
✓ PDF Compare



✓ DotShop



✓ PDF Merge



✓ Geometry Editor

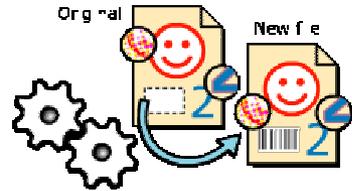


PDF Production Tools



PDF Compare

- Compares two PDF files and highlights the differences, **regardless of the document size**
- Compares both raster and vector objects for differences
- Creates a separate PDF file which can be shared with customers



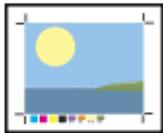
PDF Merge

- The path to automation within a packaging workflow
- Allows an operator to re-use elements that did not change on a correction cycle
 - Traps
 - Screening and curve parameters
 - Overprint Settings
 - Geometry Settings
 - Whites and Varnish plates created using PDF Platebuilder
- A revolutionary technology, that will change the way the industry works !!

PDF Compare & PDF Merge

- Typical prepress scenario:

1. Design file has been approved

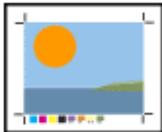


2. PDF is optimized, trapped & color managed

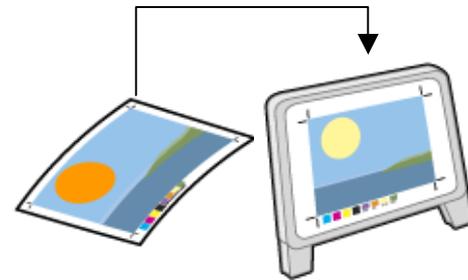


3. PDF File is "press ready" and waiting for approval

4. A mistake is found..... change is made to the design file



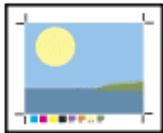
Problem: Manually updating the existing press ready file requires time to inspect the files for differences, and care that other mistakes are not made accidentally !



PDF Compare & PDF Merge

- **Efficient** prepress scenario:

1. Design file has been approved

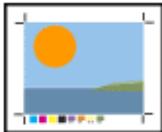


2. PDF is optimized, trapped & color managed



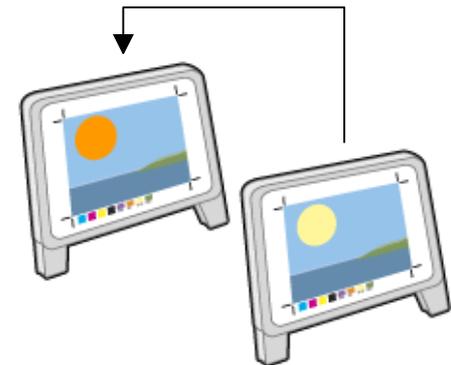
3. PDF File is "press ready" and waiting for approval

4. A mistake is found..... change is made to the design file



5. PDF Compare and PDF Merge, automatically analyzes the two files for differences and extracts reusable elements such as traps, screening / curve information, overprint settings and trim box and merges them into the revised file.

Even if the files do not have the same document size or offsets !



View a PDF Compare and PDF Merge Demo

<http://www2.creo.com/video/pdf/pdfdemo.html>

PDF Compare & PDF Merge **Benefits**

*“PDF Compare and PDF Merge have had the biggest impact in helping us manage last-minute changes—**what used to take us 30-45 minutes, we can now turn around in 10-15.**”*

—Kevin Bourquin, Prepress Development Manager

Cyber Graphics

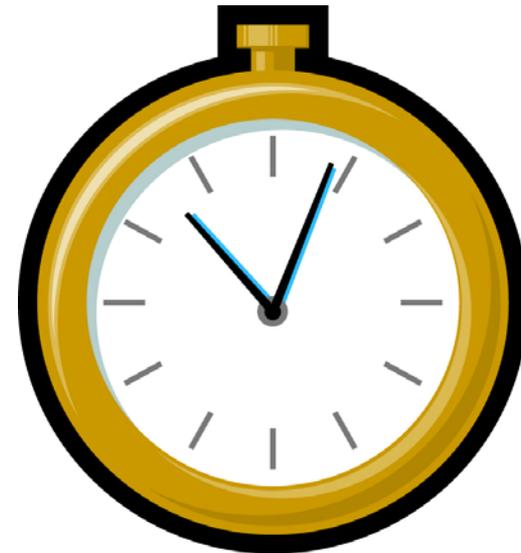
PDF Compare & PDF Merge **Benefits**

*“Our customers don’t always tell us what changed on a file – it could be a typo or several changes. Either way we have to output our original proof along with the new proof and compare them side by side on a light table to determine what has changed. **PDF Compare and PDF Merge allow us to do this really quickly on screen, without the expense of outputting proofs.**”*

—Marc Lebel, Plant Manager, Sharp Imaging

"Lost time is never found again."

Benjamin Franklin



Kodak