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Digital image handling in newspapers : 27-28 July
1995, Kuala Lumpur : [programme]

1995

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Paper No. 1



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Digital Image Handling in Newspapers

27-28 JULY KUALA LUMPUR

Ming Court Hotel

The two day seminar will help you to

- Identify emerging trends
- Evaluate new developments
- Realize opportunities
- Optimize the use of new technology
- Understand technical aspects
- Gain insights from case studies
- Discover the potential
- Witness technology demonstrations
- Plan your investment strategy

to use digital technology to shoot,
transmit, process and output images.

in co-operation with **AMIC-MALAYSIA**



39 Newton Road
Singapore 1130
Tel : +(65) 251 5106
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Introduction

Digital technology has had a profound impact on all aspects of shooting, transmitting and processing news pictures. The whole process - the initial recording of the picture, transmitting it from a remote location or scanning it locally, processing it on a computer, outputting it on film, paper or a plate recorder, even archiving it for future use - can now be done by digital technology.

New products and work methods are being introduced at a bewildering pace. These new technologies offer cost-effective solutions which can also improve the quality of pictures on newsprint.

This two-day seminar allows you to see for yourself the different technologies involved and decide which is best for your organization in terms of capital investment and existing or planned workflow .

Technology demonstrations

For the first time an IFRA/AMIC seminar will include technology demonstrations by vendors. A display area has been reserved for the suppliers of image processing hardware and software to show and explain their new developments to seminar participants in an unpressured environment.

Forthcoming Events

SEPTEMBER

- ❑ InfoGraphics Tutorial
18-20 September, Singapore

OCTOBER

- ❑ Study tour to Europe
2-7 October.
- ❑ IFRA95 Expo and Congress
9-12 October, Amsterdam

DECEMBER

- ❑ Asian Newspaper Publishers Ex
Two-day Technical Conference
plus one-day programme on
Computer Network for Newspap
4 - 6 December, Singapore

About IFRA



is the international association of newspaper and media technicians. More than 1000 members from different countries tap the strength and experience of IFRA. Its task is to help members improve the cost effectiveness of their operation to produce newspapers which are attractive to both readers and advertisers. Members can access the Advisory Service which is geared to respond quickly and efficiently to enquiries on prepress, press, mailing, newspaper design and infographics. *News Techniques* and *Special Reports* provide up-to-date information. The annual Expo and Congress have become a highlight of the year for newspaper industry. A representative office has been established in Singapore with the cooperation of AMIC.

Location map



Programme structure

The topics covered include how computers handle picture data, digital cameras, transmission technologies, scanners, integration of pictures into full pages, proofing and archiving, together with a description of how to monitor the process step by step to maintain the best quality.

The presentation of each topic begins with a basic explanation and leads into a comprehensive coverage of those issues significant to newspaper operations. Speakers will draw on their wide experience in both European and Asian newspapers to explain the many advantages of the various technologies and also their drawbacks.

Of special relevance to newspapers will be the discussion of FM screening and transfer directly from computer to plate.

Session Times

Day 1	0900 - 0930 Registration
	0930 - 1700 Lectures
Day 2	0900 - 1630 Lectures

Light refreshments will be provided in the morning and afternoon sessions. Lunch will be served between 1230 and 1400 hrs

Enquiries

Please contact:

Thomas Jacob
AMIC / IFRA
39, Newton Road
Singapore 1130
Tel: (65) 251 5106
Fax: (65) 253 4535
Email: amicline@singnet.com.sg

Who should attend

The two-day programme will benefit

- ✓ Managing directors
- ✓ Publishers
- ✓ Prepress managers
- ✓ Editorial managers
- ✓ Picture editors
- ✓ Engineers
- ✓ Repro staff
- ✓ Photographers
- ✓ Operations managers

Day One

Introduction to the handling of images in digital world: The eye's perception of colour, colour in the real world vs colour in print, the influence of the surroundings.

Pictures in computer language: Getting a picture into a computer; bitmap data and vector data; RGB sampling; CIE L*a*b*.

Digital cameras: Portable and stand-alone; is the speed and resolution of the new products sufficient for newspaper applications?

Scanners: Negative scanners, comparing rotary type and flatbed scanners.

Data compression: Why is it required and what are the common methods? Comparing JPEG and Fractal compression; What are the optimum compression ratios?

Picture transmission and formats: Comparing digital and analog transmission by agencies and photographers from the field; transmission problems; IPTC format; TIFF and EPS.

Desk Top Repro: Photoshop; Live Picture; QuarkXPress extensions for colour processing; electronic picture desks; Photo CD

Rendering colour and printable tone range: Density and contrast; highlight and shadows; tone corrections; CMYK colour space; limited gamut; how to get the best from the available inks and paper; using grey balance targets.

Grey Component Replacement (GCR): What are the issues involved and what are the optimal settings?

Colour Management: What are the tools available and their usability for newspapers?

Registration Fee

Members: S\$600/US\$450/RM1000
(IFRA and AMIC Institutional members)
Non members: S\$800/US\$600/RM1350

Fee includes two luncheons, refreshments during breaks and workshop documentation but excludes hotel accommodation.

Venue

The seminar will be held at :
Ming Court Hotel
Jalan Ampang
50450 Kuala Lumpur
MALAYSIA
Tel : 03 - 261 8888
Fax : 03 - 261 2393

Hotel Reservation

Participants who wish to stay at Ming Court Hotel, may avail of a special rate :

Single/Double : RM130.00 ++
(10% service charge, 5% government tax)

Please make reservations direct with Mr. Michael Perera (Tel : 261 8888 ext 170, Fax : 262 3428) mentioning the seminar to get the special rate. Participants will be responsible for settling their own accounts. Booking must be made two weeks in advance, with credit card number or advance payment for one night to guarantee arrival. Flight details and duration of stay must be mentioned when making the reservations.

ifra **Registration Form** 

Please register the following participants for the seminar on Digital Image Handling for Newspapers, Kuala Lumpur, 27 - 28 July '95

PARTICIPANT DETAILS

Name			
Position			
Name			
Position			
Name			
Position			
Name			
Position			
Company			
Street			
City			
Country			
Tel		Fax	

PAYMENT DETAILS

	Member		Non-member
Registration fee of S\$/US\$/RM..... will be paid to AMIC by (complete as applicable)			
Bank transfer to Account 0-012538-057 Citibank N.A, Orchard Branch, Singapore			
Cheque/Draft enclosed			
Credit card			
	AMEX	VISA	Mastercard
Card Number			
Name on card			
Expiry date			
Signature			

CONTACT PERSON

Name			
Position			
Signature			

Day Two

Marriage of picture and text: Page assembly; postscript language; picture in a network; OPI; DCS format; image servers.

Output devices: What are plain paper printers good for and what are the requirements for four-colour output? Comparing capstan based and drum recorders.

Proofing options in the digital world: Soft proofing on monitors; inkjet, thermal and dyesublimation printers, their quality and cost.

Screening process: How is digital screening performed? Conventional and FM (stochastic) screening; what is best for newspapers?

Case Studies on FM Screening: The experiences of European newspapers.

Computer to Plate (CTP): How CTP is becoming a viable proposition for newspapers. How does it work? What are the cost implications? What are the preconditions?

Picture archiving and retrieving: What are the various options available? What are the factors to be considered?

Monitoring the process :

The start: good pictures from photographers, film types and emulsions

The continuation: Calibration and recalibration of picture processing equipment

The end: Mastering the press. Test formes, colour proofs, colour bars

Case Study : How an Asian newspaper uses state of the art technology to optimize its picture taking and processing.

Principal speakers



Philippe Maeght holds an MSc from the University of Lille. After serving an apprenticeship in the oil industry he joined Deberny et Peignot in 1965. From there he went to Photon in the USA to receive instruction in photocomposition techniques. Until 1970, he was involved with the introduction of phototypesetting in Europe. In 1971 he returned to data processing to write composition programs on IBM360. In 1972 he rejoined Deberny et Peignot to manage their technical division. He then worked for Berger-Levrault in Nancy and Publications-Elysees in Paris, before joining IFRA in 1980 as Senior Consultant. He has extensively consulted for newspapers in Europe, Asia, South America and Africa.



Niko Ruokosuo is the Research Manager at IFRA taking care of the research projects run by IFRA. He has an MSc in graphics techniques from the University of Helsinki. Before joining IFRA, he worked for Helsingin Sanomat in Finland as project engineer in charge of newspaper quality. He was also instrumental in producing a quality guide on how to produce better pictures



Thomas Jacob, an electronics and telecommunications engineer by profession, works in the dual role of head of AMIC's Press Development Programme and as IFRA's representative in Asia. Before joining AMIC/IFRA, he worked as the Technical Manager for the Mathrubhumi newspaper group in India.



Registration Form



Digital Image Handling Seminar
Ming Court Hotel, Kuala Lumpur
27-28 July 1995

Registration deadline : 12 July 1995

Please send the completed registration along with the payment to

Press Development Programme
AMIC
39, Newton Road
Singapore 1130
Tel : (65) 251 5106
Fax : (65) 253 4535

Those who pay by credit card may fax in their registration.

Registration Fee

Members : S\$600/US\$450/RM1000
Non members : S\$800/US\$600/RM1350
Fee includes two luncheons, refreshments during breaks and workshop documentation but excludes hotel accommodation.

Cancellation Policy

Registrations will be acknowledged on receipt of the workshop fee. Cancellations before 12 July will be refunded 75% of the fee. After 12 July, the fee will not be refunded. In the event of cancellation of the programme, due to reasons beyond our control, organizers' liability is limited to refund of the workshop fee.

Digital Image Handling in Newspapers

Programme day one

0900 - 0930	Registration and opening
0930 - 1000	Opening
1000 - 1045	Introduction to the handling of images in digital world
1045 - 1100	Coffee Break
1100 - 1130	Digital cameras
1130 - 1200	Scanners
1200 - 1230	Data compression
1230 - 1400	Lunch
1400 - 1430	Picture transmission and formats
1430 - 1515	Desk Top Repro
1515 - 1545	Rendering colour and printable tone range
1545 - 1600	Coffee break
1600 - 1630	Grey Component Replacement (GCR)
1630 - 1700	Colour Management

Digital Image Handling in Newspapers

Programme day two

- 0900 - 0930** **Handling of pictures in the prepress network**
- 0930 - 1000** **Output devices**
- 1000 - 1030** **Proofing options in the digital world**
- 1030 - 1045** **Coffee break**
- 1045-1130** **Screening process**
- 1130-1200** **Case Studies on FM Screening**
- 1200-1230** **Computer to Plate (CTP)**
- 1230-1400** **Lunch**
- 1400-1430** **Picture archiving and retrieving**
- 1430-1515** **Monitoring the process :**
The start : good pictures from photographers, film types and emulsions
The continuation : Calibration and recalibration of picture processing equipment
The end : Mastering the press. Test formes, colour proofs, colour bars
- 1515-1530** **Coffee break**
- 1530-1600** **Case Study from an Asian Newspaper**
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Digital Image Handling in Newspapers

Principal speakers



Philippe Maeght holds an MSc from the University of Lille. After serving an apprenticeship in the oil industry he joined Deberny et Peignot in 1965. From there he went to Photon in the USA to receive instruction in photocomposition techniques. Until 1970, he was involved with the introduction of phototypesetting in Europe. In 1971 he returned to data processing to write composition programs on IBM360. In 1972 he rejoined Deberny et Peignot to manage their technical division. He then worked for Berger-Levrault in Nancy and Publications-Elysees in Paris, before joining IFRA in 1980 as Senior Consultant. He has extensively consulted for newspapers in Europe, Asia, South America and Africa.



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