



**Press Release 3Dap V2
Friday, 1 July 2005**

For immediate release:

The Digital Data Distribution for Australian Publications (3DAP) are pleased to announce Version Two (V2) proofing guidelines to the Australian Market.

The current guideline:- 3DAP (V1) for digital “contract” proofing is widely used in the Australian publishing industry for advertising pages. Version One offered a reference colour space for the Australian magazine industry since the introduction of computer to plate technology in the mid to late 1990’s. The 3 DAP committee is endorsed by the Magazine Publishers Association and it’s charter was to offer digital proofing and file guidelines to the magazine industry, specifically targeting advertising content.

Version Two will deliver an improved “match” to current heatset web offset print conditions in the Australian market. A file proofed on a V1 proof when compared to V2 will exhibit subtle changes in colour, the new version is closer to the average printed result obtained on a 65gsm coated stock.

The guidelines are developed for Australian magazine production using Australian heat-set web offset presses. Most of the major Australian magazine publishers as well as the heat-set web offset printers have representatives on the 3DAP committee. The printers conducted a number of controlled print runs and the printed sheets were analysed. The result is described in LAB colour values and represents a new target colour-space i.e.V2, the major printers agree that the new target is more achievable on press than the current V1 guideline.

Version Two will be the only proof guideline endorsed by 3DAP from February 2006. However, both versions will remain valid up to this date, to allow time for the change to filter through the market. This is possible as the new version whilst different, is not a radical change, and the committee believes that both can be used during the changeover period.

The committee cannot guarantee results and do not claim that they are promoting a “standard”, they are guidelines that the individual publisher’s may choose to adopt in order to achieve consistency in material supplied from different sources. Full detail of the proofing procedure and how to obtain V2 Approval will be available at www.3dap.com.au in late August, following two launch events organised by GASSA in Melbourne and Sydney (www.gasaa.asn.au).

