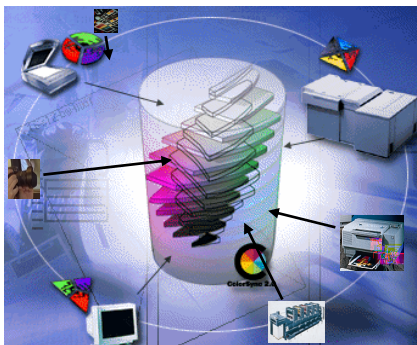


# Indo-German Colour Management Conference

8, 9, 10 March, 2010

Sun Ville, Worli, Mumbai



Research in  
Germany  
Land of Ideas



*in co-operation with*

**PrintWeek**  
INDIA

## Graphic Arts Technology & Education

B-33, Abhishek, Plot 12, Cross Road 2, Lokhandwala Complex  
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Telephone : +91 (0)22 66997437, 40107853, Cell : +91 (0) 9820441799

**Programme overleaf.....**

# PROGRAMME

**Chairman** : **Kiran P. Prayagi**, Graphic Arts Technology & Education

**Co-Chairman** : **Prof. Dr.-Ing. Arved Hübler, Director**,  
pmTUC, Chemnitz University of Technology, Germany

**Convenor** : **Dr. Ing. Gert Schlegel**, pmTUC, Chemnitz University of  
Technology, Germany

**Confereneec** : **March 8 and 9, 2010**

**Workshop** : **March 10, 2010** by GATE, X-Rite-AGS, Chromasens,  
Kodak, manroland, Heidelberg

**Fundamentals of Colour Reproduction, CIE System, *Kiran P. Prayagi***, Graphic Arts  
Technology & Education

**Colour Appearances, *Professor Ranjan Joshi***, Graphic Designer and Visual  
Communication Specialist

**Colour Capturing, *Vishal Bhende***, Specialist Photographer

**Understanding Colour Management, *Professor Dr. Abhay Sharma***, School of Graphic  
Communications Management, Ryerson University, Canada

**Colour Effect due Ink Film Thickness as a result of Inking System, *Dr.-Ing Gert  
Schlegel***, pmTUC, Chemnitz University of Technology, Germany

**Colour Measuring Technology to support ISO 12647 and G7, Ink Formulation and  
left over Management in the Ink Kitchen, *Christian Benz, Worldwide Product  
Manager for Pressroom and Ink***, X-Rite, Switzerland

**Colour Control and Colour Management on Press, *L. von der Gabelentz***, Executive  
Delegate India, manroland AG, Germany

**Presentation, *Guenther Keppler***, General Manager - Business Development,  
Heidelberg India

**Colour Measurement and Matching in Packaging Printing, *Martin Flaspöehler***,  
Germany

**Presentation by Kodak**

**Spectral Colorimetry and Applications, *Paritosh K. Prayagi***, pmTUC, Chemnitz  
University of Technology, Germany

**Spectral Estimations based on Multichannel Imaging Systems, Dependence of  
Accuracy on Signal Noise (shot noise), *Markus Schnitzlein, CEO***, Chromasens,  
Germany

**Colour Sources - Pigments and Dyes, *Subhash Srivastava, Managing Director***, K-  
Tech and ***Dr. Siva Rama Kumar Pariti***, DyStar Textile Services

**Pantone Colour Appearances against White and Black Background, *Gautam R.  
Vagal, Honorary Secretary***, Society of Dyers and Colorist

The conference is jointly organized by the leading, world renowned prestigious university in printing and graphic arts research, the 'Institute for Print and Media Technology, Chemnitz University of Technology, Chemnitz, Germany' and the leading printing consultant in India, 'Graphic Arts Technology & Education' in co-operation with PrintWeek India..

With the phenomenal increase in 'colour reproduced media products' Colour Management is the most talked about technology today. With the successful record of past two 'colour conferences' and the extensive work in the print and advertising industry a big three days event on this subject is now planned to take place on March 8, 9, 10, 2010.

This is a conference for everyone connected with Colour Reproduction, Measurement, and Management technology in the field of advertising, design, photography, and printing (newspaper, packaging, commercial, flexography, gravure, litho-offset, letterpress, screen, digital, etc.), pre-press, monitor display, photography, artists, creative personnel, advertising agencies, publishers, etc. The conference will unfold many of the myths and mysteries of 'colour and colour management' and discuss various topics on why does 'colour management' do not satisfy us to the extent it should. What are the main reasons for unsatisfactory colour reproduction. Colour management in itself covers a very wide gamut of technologies and is not limited to generally what is considered by the practitioners in the industry. Some of the myths and obstacles are :

**Notion that software alone will do the trick**

**Casual approach to the processes beyond pre-press activity**

**Lack of continuous and persistence efforts to improve processes**

**Inappropriate environment and viewing conditions**

**Uncalibrated equipments and materials**

**Lack of proper instrument measurement systems**

**Improper knowledge and wrong procedures**

**Lack of appreciation by the creative people for production limitations**

**Progress and limits of current technologies**

This conference will cover 'colour management' from all perspective, i.e. physiology, psychology, psychophysics, physics, chemistry, and its effect

on colour reproduction in photography, printing, television, inspection systems, etc. and some of the efforts to render the best possible colour reproduction.

**The conferene timings are as follows :**

March 8, 2010, Monday - 9.00 am to 5.00 pm

March 9, 2010, Tuesday - 9.00 am to 5.00 pm

March 10, 2010, Wednesday - 9.00 to 3.30 pm

**Conference venue :**

Sun Ville Banquet  
9, Dr. Annie Besant Road  
Opposite Copper Chimney  
Worli, Mumbai - 400 018

Telephone : 24934637, 24935546, 24952069

Kindly send the registration with completed form and payment to :

**Graphic Arts Technology & Education**

B-33, Abhishek, Plot 12, Cross Road 2 Lokhandwala Complex,  
Andheri West, Mumbai - 400 053, INDIA

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**Ms Kiran Punjabi**

**PrintWeek India**

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142 / C, N. M. Joshi Marg, Near Mathuradas Mill Compound

Lower Parel, Mumbai – 400 013, INDIA

Telephone : +91 24962730, 24962731

E-mail : [kiran@haymarket.co.in](mailto:kiran@haymarket.co.in) , Web : [www.printweek.com](http://www.printweek.com)



## REGISTRATION

Please register the following persons to attend ‘Colour Measurement and Management Event’ on March 8, 9, and 10, 2010. Indicate your attendance and payment accordingly. **Early bird discount Rs. 1,000.00 per person until February 15 and Rs. 500.00 per person until February 28.**

- Conference March 8 and 9, 2010 - First person Rs. 8,000.00, each additional person from same company person Rs. 7,200.00

Full time teachers Rs. 6,400.00 (college stamp required)

- Workshop March 10, 2010 - First person Rs. 5,000.00, each additional person from same company Rs. 4,500.00

Full time teachers Rs. 4,000.00 (college stamp required)

- Conference and Workshop March 8, 9, 10, 2010 - First person Rs. 10,000.00, each additional person Rs. 9,000.00

Full time teachers Rs. 8,000.00 (college stamp required)

All fees are inclusive of seminar material, lunch, and Government service tax.

Payment by cheque/demand draft drawn on Mumbai Bank for Rs..... in favour of ‘Graphic Arts Technology & Education’ is enclosed.

### Name & designation

- 1. ....
- 2. ....
- 3. ....

Company / College.....

Address .....

.....

.....

Telephone .....

E-mail .....