Seminar on "Printing Standardization: G7 & Fogra PSO"
「印刷標準化：G7 & Fogra PSO」研討會
（Free admission 免費入場）

Date 日期　　　: 28 / 4 / 2011 (Thursday 星期四)
Time 時間　　　: 3:30pm – 4:30pm
Venue 地點　　 : Forum Area, Hall 6（6 號展館論壇區）
Language 語言　: Cantonese 粵語

Time 時間	Outline 大綱
3:15pm – 3:30pm	Registration 登記
3:30pm – 4pm	**G7 for Digital Printing　G7 在數碼印刷的應用** **Speaker 講者:** Mr Ng Koon Wah (G7 Expert, Fogra PSO Expert, APTEC Tutor) 伍冠華先生（G7 認可專家，Fogra PSO 認可專家，APTEC 主要導師之一） **Abstract 內容：** G7, developed by IDEAlliance, is the hottest topic in recent years. It is a print calibration methodology for reaching GRACoL and ISO 12647 printing standard. G7 is concerned with "print-by-number" and visual effect at the same time and it is applied to all 4C printing. In view of the popularity of digital printing, the application of G7 on digital printing will be shared. 美國 IDEAlliance 發展的 G7 爲近年熱門的話題，G7 是一個印刷校正方法，能夠更有效達到 ISO 12647 及 GRACoL 標準。G7 同時考慮數字化印刷和視覺效果，能夠應用在各種四色印刷上。有鑑於數碼印刷的流行，這次研討會上將會爲大家講解如何將 G7 應用在數碼印刷。
4pm - 4:30pm	**Introduction to Fogra PSO　介紹 Fogra PSO** **Speaker 講者:** Mr Au Yeung Ka Yiu (Lecturer of Department of Communication Design and Digital Media of Hong Kong Design Institute, G7 Expert, Fogra PSO Expert) 歐陽家耀先生（香港知專設計學院傳意設計及數碼媒體學系講師，G7 認可專家，Fogra PSO 認可專家） **Abstract 內容：** PSO stands for "Process Standard Offset", which guarantees the quality of production of a complete print product, from data creation to finished printing production. PSO is in conformance with ISO 12647. PSO was developed by Germany´s Printing and Regional Printing and Media Industries Federation (vdm) and implemented by Fogra and Ugra. Those successfully certified as Fogra PSO will be classified as "Certified Printing Company According to ISO 12647 - PSO". PSO 全名爲 Process Standard Offset，是指由印前至印刷的整個流程必須符合 ISO 12647 標準。PSO 由 Germany's Printing and Regional Printing and Media Industries Federation (vdm) 組織和發展出來，並由德國 Fogra 及瑞士 Ugra 執行認證。成功考取 Fogra PSO 的企業可獲得 "Certified Printng Company According to ISO 12647-PSO" 的榮譽。

Organisers 主辦機構:

HKTDC 香港貿發局

香港印刷業商會
THE HONG KONG PRINTERS ASSOCIATION

Remarks 備註：

1) Question & Answer Session will be arranged after each part of the presentation. 每部分結束前將安排問答環節。

2) The Organiser reserves the right to after the programme without prior notification. 以上內容及編排以主辦機構最後公佈爲準。