

Workshop on “Ride on Advanced Pre-press & Digital Technology for Effective Publishing & Marketing” 「怎樣運用高階印前及數碼技術提升出版及市場推廣效能」工作坊

(Free admission 免費入座)

Date 日期 : 28 / 4 / 2011 (Thursday 星期四)
 Time 時間 : 11:30am - 12:30pm
 Venue 地點 : Forum Area, Hall 6, AsiaWorld-Expo 亞洲國際博覽館 6 號展館論壇區
 Language 語言 : Cantonese 粵語

Time 時間	Outline 大綱
11:15am- 11:30am	Registration 登記
11:30am - 12nn	<p>Pre-press Tricks to Enhance Output 介紹鮮為人知的印前技術</p> <p>Speaker 講者: Mr Alex Kwan, Country Manager - Hong Kong, Corel Corporation Corel Corporation區域經理(香港) 關頌德先生</p> <p>Abstract 內容</p> <ul style="list-style-type: none"> - Image Outlines Adjustment for printing: Use latest trace technology to adjust image outlines for small printing and color accuracy 運用“Trace”技術調校“Image Outlines” - Publishing to PDF Optimization: make the correct dpi and compression setting for PDF publishing with small file size 如何把檔案轉至合適的 dpi 及壓縮格式 - Tips for fast logo and symbol editing: Learn how to “edit one and change many” to save time 特快修改多頁標誌或符號
12nn - 12:30pm	<p>How the latest digital printing technology add value to publishing industry and marketing strategies 如何善用嶄新數碼印刷技術迎合出版業及為市場推廣增值</p> <p>Speaker 講者: Mr Ricky Lee (李志桃先生), District Sales Manager, Graphic Arts, Production Systems Group , Fuji Xerox (Hong Kong) Limited</p> <p>Abstract 內容:</p> <p>Digital printing is the fastest growing trend for many kinds of production. The quest for faster turnaround time, on demand printing and personalized communications gave rise to new printing products such as Personalized Photobook, Travel Blog, Book Publishing and Personalized Marketing Tools to tighten connection with customers. The latest pre-press color management workflow combines the best between digital and offset printing facilities for a quality, environmental friendly output.</p> <p>數碼印刷是最新的潮流，有助實踐快速印刷、按需印刷及個人化通信等要求。有關技術帶來個人化相簿、旅遊博客、圖書出版、營銷工具等產品，加強與客戶的聯繫。最新的印前色彩管理工作流程將數碼與傳統印刷結合起來，增加印刷質素和環保性。</p>

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 alter the programme without prior notification. 以上內容及編排以主辦機構最後公佈為準。

Organisers 主辦機構 :