



Media Contacts:

Margaret Motamed
CIP4 Marketing Officer
CIP4 Organization
Email: motamed@efi.com
Phone: +1 (650) 357-3331

Carol Hurlburt
Director of Communications & Marketing
NPES The Association for Suppliers of Printing,
Publishing and Converting Technologies
Email: churlburt@npes.org
Phone: +1 (703) 264-7200

CIP4 and NPES Announce Transfer of PrintTalk

CIP4 to manage PrintTalk schema and specification

Reston, Virginia (February 4, 2005) – The International Cooperation for the Integration of Processes in Pre-press, Press, and Postpress (CIP4) and NPES The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES) today announced that the PrintTalk specification and schema will be transferred to CIP4 for its long-term maintenance and distribution.

PrintTalk is the specification for the interface and exchange of business data between printers and pre-press services and their customers. PrintTalk makes use of the Job Definition Format (JDF) and JDF directly incorporates PrintTalk business objects.

Under the terms of the agreement, CIP4 will distribute the PrintTalk schema and specification at no charge, and will ensure that PrintTalk is kept current with future versions of the JDF Specifications. PrintTalk will cease to exist as a separate organization, and its members who are not already members of CIP4 will continue the term of their PrintTalk membership under CIP4 until their next renewal date, at which time they will be offered CIP4 membership.

“The PrintTalk standard is mature and the 'pairing' with JDF under CIP4 enhances the capabilities of both, as well as insuring continued interoperability in the future”, said William K. Kip Smythe Vice President of NPES, and PrintTalk's President. “This move makes sense for PrintTalk and JDF, and the PrintTalk board of directors easily came to the consensus decision that this was the right thing to do.”

“JDF supports the lifecycle of print information and that lifecycle begins with the customer's RFP and order.” said CIP4 Executive Director James Harvey. “Printers and JDF-enabled MIS systems that incorporate PrintTalk can preserve customer data from its origination, saving time in data entry and communication, and reducing communications errors. The relationship between JDF and PrintTalk is a comfortable and natural fit.”

“We've made it very clear over the years that ensuring that JDF connects well with other print standards is as important a part of CIP4's as developing JDF itself.” said CIP4 CEO, Martin Bailey. “I'm very pleased to see that we've delivered well enough on that promise that we're trusted to continue that process in this way.”

As part of the agreement, NPES will become an appointed CIP4 member, and to ensure continuity, Jim Mekis will serve as NPES' representative to CIP4.

About CIP4

CIP4 brings together vendors, consultants, and end-users in the print communications, Graphic Arts industry, and associated sectors, covering a variety of equipment, software, peripherals, and processes. Members participate in focused working groups to define future versions of JDF, to study user requirements, to test product interoperability and to develop a range of JDF tools. Information on CIP4, including membership details, is available from the organization's web site: www.cip4.org. Or contact: Stefan Daun, Fraunhofer Institute for Computer Graphics, +49 6151 155 575, secretariat@cip4.org.

About NPES

NPES The Association for Suppliers of Printing, Publishing and Converting Technologies is a trade association of over 400 companies that manufacture and distribute equipment, systems, software, supplies used in printing, publishing and converting. The Association was founded as the National Printing Equipment Association in 1933. The 26 charter members included manufacturers of printing presses, bindery equipment, typesetting machinery and specialty equipment. Today, the Association represents manufacturers, importers and distributors of equipment, supplies, systems and software used in every printing, publishing and converting process from design to distribution. Virtually all industry products and processes are represented by the member companies, which range in size from under \$1 million in annual sales revenue to more than \$1 billion.

About JDF

JDF is the industry standard designed to simplify information exchange between different applications and systems in and around the Graphic Arts industry. JDF builds on and extends beyond pre-existing partial solutions, such as CIP3's Print Production Format (PPF) and Adobe Systems' Portable Job Ticket Format (PJTF). It also enables the integration of commercial and planning applications into the technical workflow. JDF joins the growing number of standards based on XML, ensuring maximum possible portability between different platforms and ready interaction with Internet-based systems. More information is available at <http://www.cip4.org/>.

About PrintTalk

PrintTalk® defines a "best practice" common and open communications interface between companies who buy printed products, and those who manufacture them. The PrintTalk® implementation supports and extends use of the broadly published Job Definition Format (JDF) standard and Commercial eXtensible Markup Language (cXML). This PrintTalk specification is recognized as integral to the JDF standard and the PrintTalk® interface specification and schema is distributed free of any license fees or royalties, in order to address the need for end-to-end connectivity in the printing industry.

All company and brand, product, and service names are for identification purposes only and may be trademarks or registered trademarks of their respective holders.

###