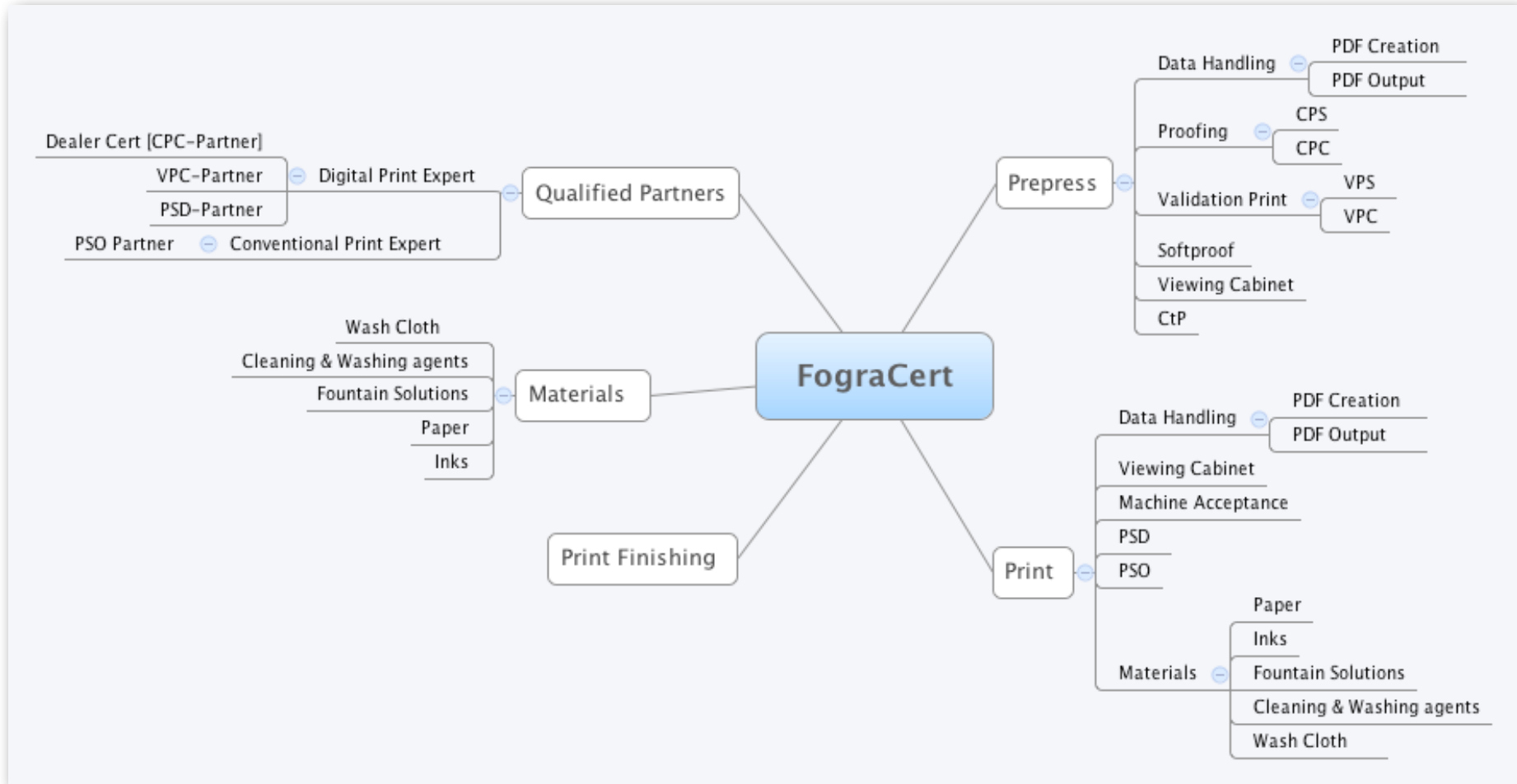


# Agenda

1. FograCert - A modular concept
2. Digital and conventional Experts
3. How to become (renew) a DPE
4. DPE scenarios
5. DPE Benefits

# 1. „FograCert“ - Along the production chain



## 2. What does a DPE (have to) know?

1. Practical experiences with digital output systems and PDF-based workflows
  - ▮ Basic knowledge of the imaging process of electrophotographic and inkjet printing
    - ▮ Imaging process (Involved colorants, parameters and its implications)
    - ▮ Appropriate screening algorithms and separation strategies
    - ▮ Interpretation of image artifacts with respect to potential technical reasons
  - ▮ Basic knowledge of the PDF file format and especially with the PDF/X subset
    - ▮ Good preflighting knowledge (job specific aspects e.g. defined by PDFX-ready or GWG)
    - ▮ Basic knowledge of the interaction of the graphical elements by means of overprint, trapping, transparency and colour appearance
2. State of the art overview of how ISO standardization works and about the current status of important ISO standards of TC130 (Graphic Technology) and related TCs
3. Basics of conventional printing process by means of typical printing conditions
4. Detailed knowledge of the requirements for contract proofs (ISO 12647-7), Validation Prints (ISO 12647-8) and ISO 15311-x
5. Rich expertise's in (ICC) colour management & communication & colour difference evaluation
  - ▮ Knows motivation and implication of different measurement modes such as M0, M1, M2 and M3 to be defined in ISO 13655
  - ▮ Knows the range of applicability of current ICC colour management and standardization for substrates with more optical brightener agents (OBA)
  - ▮ Knows about the appropriate use of rendering intents with respect to the use case, the object type and the location in the production chain
  - ▮ Knows established and modern colour difference equations, how different components relate to each other as well as basic statistical analysis

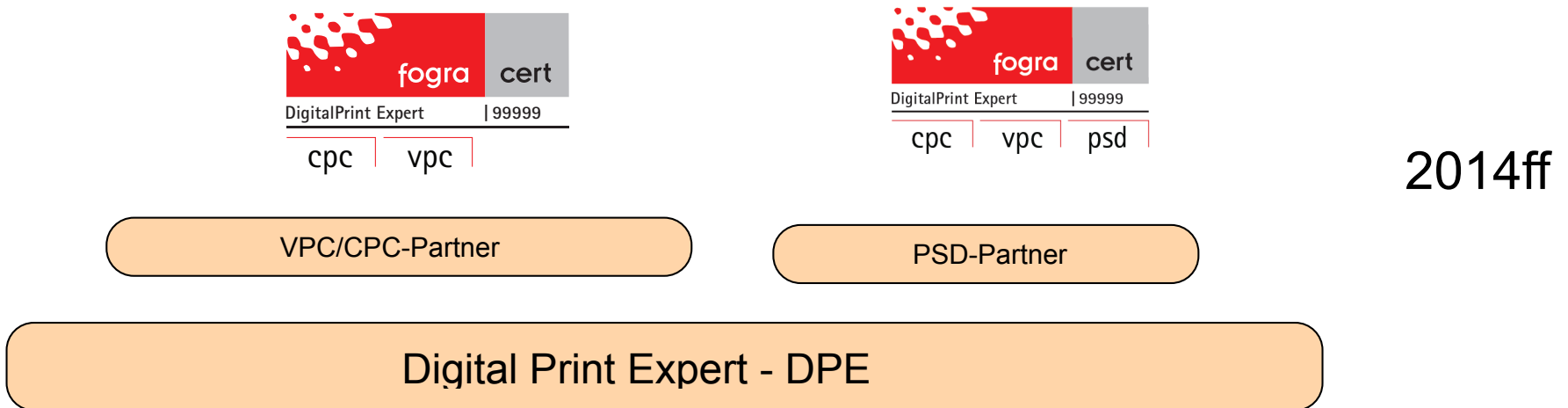
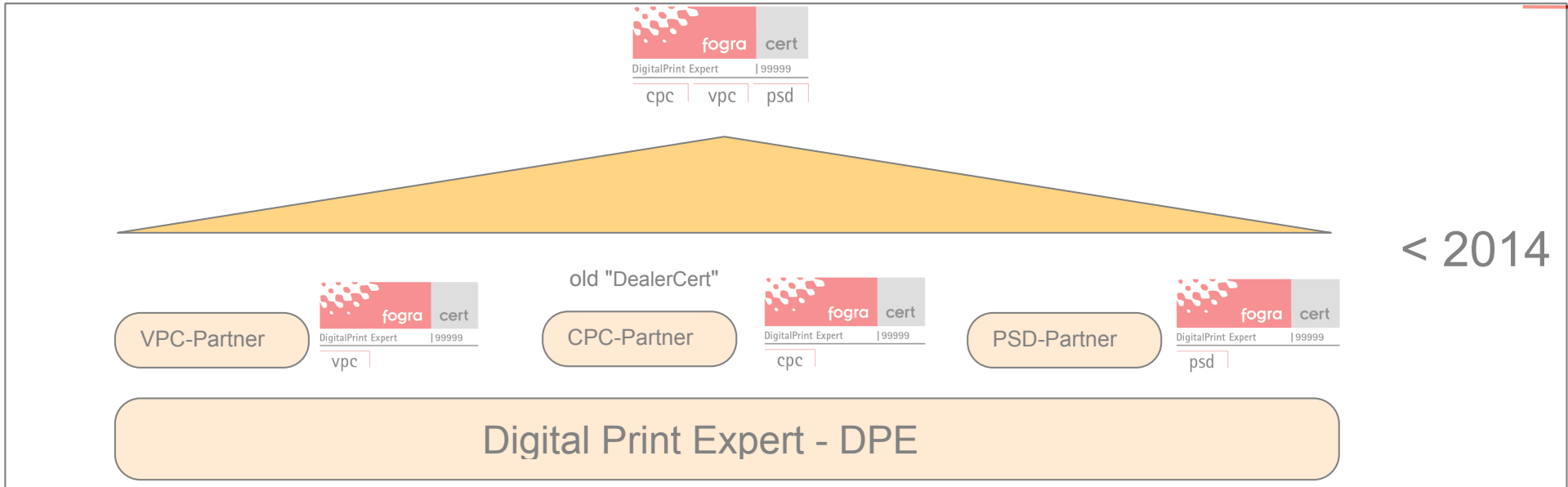


## 2. A comparison of Fogra Qualified Partners

	<b>DigitalPrint Expert</b> - DigitalPrint experts have gained substantial knowledge of important fundamentals and ISO standards		[Conventional Print Expert]
<b>Aspect</b>	<b>VPC / CPC Partner</b>	<b>PSD-Partner</b>	<b>PSO Partner</b>
<b>Message</b>	<ul style="list-style-type: none"> <li>↪ Certified partners show their ability to assist customers in installing ISO 12647-7 [CPC] and ISO 12647-8 [VPC]</li> </ul>	<ul style="list-style-type: none"> <li>↪ PSD partners are tested to reliably conduct the Fogra PSD program</li> </ul>	<ul style="list-style-type: none"> <li>↪ PSO partners are tested to reliably conduct the bvdM/Fogra PSO program</li> </ul>
<b>Intended Audience</b>	<ul style="list-style-type: none"> <li>↪ Employees of manufacturers of entire proofing systems</li> <li>↪ Authorized employees, dealers, consultants who are able to reliably setup, maintain and control the pertinent proofing system</li> </ul>	<ul style="list-style-type: none"> <li>↪ Distinguished digital printing experts</li> <li>↪ Employees of printing machine manufacturers, dealers, consultants who understand the fundamentals of ISO 15311-1/2/3 and related metrology</li> </ul>	<ul style="list-style-type: none"> <li>↪ Distinguished printing experts</li> <li>↪ Employees of printing machine manufacturers, dealers, consultants who understand the fundamentals of ISO 12647-1/2/3</li> </ul>
<b>Focus</b>	<ul style="list-style-type: none"> <li>↪ Data preparation for hybrid workflows (e.g. Device Link profiles)</li> <li>↪ Basics in colour communication</li> <li>↪ Concept of the /Contract Proof &amp; Validation Print</li> <li>↪ To reliably demonstrate to solve typical problems systematically</li> </ul>	<ul style="list-style-type: none"> <li>↪ Details of organizational and technical requirements of Fogra PSD certification</li> <li>↪ Data preparation for hybrid workflows</li> <li>↪ Knowledge of ISO 15311-x</li> <li>↪ Process control and quality assurance</li> </ul>	<ul style="list-style-type: none"> <li>↪ RIP correction and TVI curves</li> <li>↪ Process control and quality assessment according to the PSO aims</li> <li>↪ Colour and density measurement</li> <li>↪ Knowledge of ISO 12647-2, Contract Proofing and preflighting</li> </ul>
<b>Benefit</b>	<ul style="list-style-type: none"> <li>↪ Lower rates for FograCert Contract Proof Creation [CPC] and Validation Print Creation [VPC]</li> <li>↪ Entry on the Fogra webpage</li> </ul>	<ul style="list-style-type: none"> <li>↪ To conduct (not to certify) the Fogra PSD program on one's own authority</li> <li>↪ direct contact to the customer</li> </ul>	<ul style="list-style-type: none"> <li>↪ To conduct (not to certify) the bvdM/Fogra PSO program on one's own authority</li> <li>↪ direct contact to the customer</li> </ul>
<b>Prerequisites (Validity)</b>	<ul style="list-style-type: none"> <li>↪ To pass a written and a practical test</li> <li>↪ Validity: 2 Years</li> <li>↪ DPE ⇒ Fogra membership</li> </ul>	<ul style="list-style-type: none"> <li>↪ To pass a written test</li> <li>↪ Validity: 2 Years</li> <li>↪ DPE ⇒ Fogra membership</li> </ul>	<ul style="list-style-type: none"> <li>↪ To pass a written and practical test</li> <li>↪ Validity: 2 Years</li> <li>↪ Fogra membership</li> </ul>



# Digital Print Expert - 2014 changes



### 3. How to become a DPE?

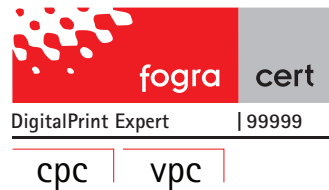
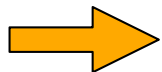
→ The partnership is based on trust and commitment ⇒ Fogra membership is required

#### VPC/CPC Module

**1,5 Days**

- Revision course
- written assignment
- practical assignment (to create/validate a Validation Print)

1500€

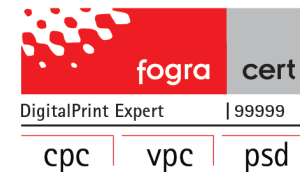
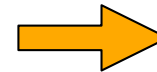


#### PSD

**1,5 Days**

- based on DPE
- PSD overview
- ISO/TS 15311-1 evaluation
- PSD Audit details
- written assignment

1500€



### 3. How to renew DPE status?

#### 1/2 Day

- ▮ Update on VPC/ CPC
- ▮ written assignment
- ▮ No practical assignment

500€

- ▮ 1 Day renewal course
- ▮ The written assignments can be done after the 1/2 day or after the entire day (when doing the Renewal together with PCD)
- ▮ The written assignments can be done on the second day (if pertinent program is available)
- ▮ Renewal is valid for 2 more years

#### 1/2 Day

- ▮ Update on PSD
- ▮ written assignment

500€

#### Practical day

- ▮ VPC/CPC
- ▮ written exam

lunch

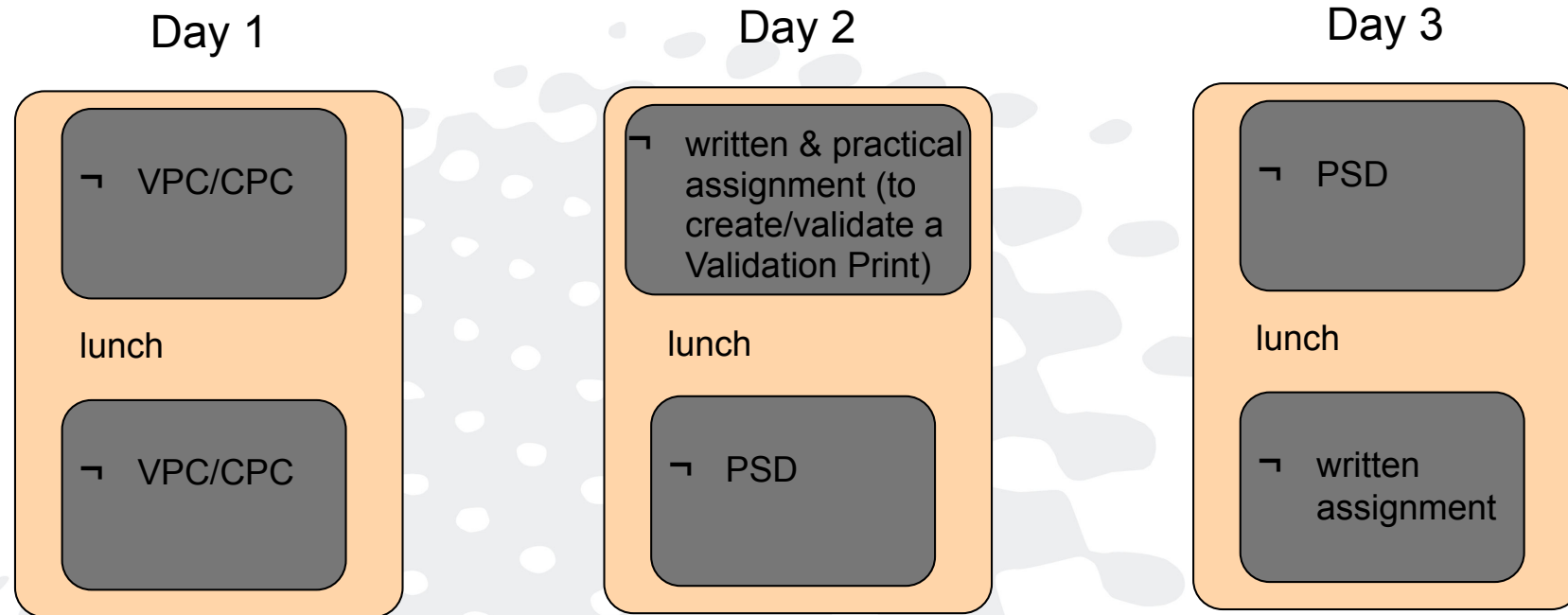
- ▮ PSD
- ▮ written exam

### 3. General information

- ↪ Seminars will be provided both at Fogra or on individual request at the customers premise
  - ↪ Seminars can be provided both in english or german language
  - ↪ The written assignments are "Pen&Brain" only
  - ↪ Test questions are required to be answered on an individual basis (ahead of time)  
⇒ PreScreening
  - ↪ Each test (VPC/CPC & PSD) has 100 points and  $\geq 70$  points are required to pass
  - ↪ Discount for more than 1 attendee will be granted after 4 persons (200 € for each additional attendee per day)
  - ↪ The combination to be used for creating the Validation Print (printer, substrate, RIP, colour management, etc) must be agreed upon in a way that the component manufacturer don't disallow:  
⇒ Mr. XYZ is capable to become a FograCert DPE by using combination ABC
  - ↪ The combination is only an example, the DPE can later issue the certification for all combinations\*
- \* The details for which kind of combination the discount applies is subject to the DPE employee



## 4. Typical scenarios - For individuals



## 5. DigitalPrint Experts - Benefits

- ↪ will benefit by
  - ↪ being qualified partners of Fogra
  - ↪ having its name [company] listed at the Fogra webpage
  - ↪ getting a special discount for the FograCert Validation Print Creation certification e.g. for organizing [technical assistance, paper work etc] a FograCert for their customer
- ↪ will not be allowed
  - ↪ to pass this benefits to other persons/companies
  - ↪ to “certify anything” in the name of Fogra

### 3. 2016 PSD-Prices (€) for end customers (+ VAT)

<b>Service</b>	<b>Print Shop (Non-Member)</b>	<b>Print Shop (member)</b>
<b>PSD inkl. bundle</b> (PDF-X Creation, PSD-X Output, CPC or VPC)	3700	2590
<b>PSD Certification (normal)</b>	3075	2153
<b>RE-Certification</b>	2250	1575
<b>Adding another combination</b>	195	137

### Added value for DPEs: Discount for selected Fogra services

<b>Fogra service</b>	<b>Customer (Non member)</b>	<b>Customer (Non member)</b>	<b>DPE pays</b>
<b>PSD Print Check</b>	520	364	260
<b>CPC (Contract Proof Creation)</b>	320	224	160
<b>VPC (Contract Proof Creation)</b>	320	224	160
<b>Media Wedge V3</b>	510	357	255
<b>FM Hue Test</b>	130	91	63,7
<b>Bunde (PDF-X Creation, PSD-X Output, CPC or VPC))</b>	625	437,5	306,25

### 3. What does a DPE get?

- ▭ Separate paying model (“not 70% from 70%”)
- ▭ Cost loyal model: DPE gets the same price for doing the service to non-members and members
  - ▭ Initial PSD-Certification (1 day): 1000 €
  - ▭ Re-Certification (half a day): 500 €

Prices in €	DPE invoices the customer	Fogra invoices DPE	DPE benefit
<b>PSD (Client is Fogra member)</b>	2153	$2153 - 1000 = 1153$	1000
<b>PSD (Client is Fogra non-member)</b>	3075	$3075 - 1000 = 2075$	1000
<b>PSD recertification (Client is Fogra member)</b>	2250	$2250 - 500 = 1750$	500
<b>PSD re-certification (Client is Fogra non-member)</b>	1575	$1575 - 500 = 1075$	500