Ghent PDF Workgroup Debuts First Job Ticket - AdsML / XML Compatible

New GWG Ad Ticket Now Available Free at Ghent Web Site

GHENT, BELGIUM – June 22, 2006 – The Ghent PDF Workgroup (GWG), an international organization comprised of users, associations & developers building best practices for publishing workflows; today announces the availability of the first in a series of Job Tickets to come from the group. This first deliverable from the GWG Job Ticket subcommittee is an AdsML-compatible GWG Ad Ticket component available free at: **http://www.gwg.org**.

The GWG Job Ticket Subcommittee investigates and defines best practices regarding different forms of job tickets. In addition to the implementation of the first Ad Ticket, the group will focus on future implementations of XMP and JDF.

The GWG Ad Ticket is an Adobe Acrobat custom XMP panel that attaches to a PDF file, and is designed to provide comprehensive meta data about the ad represented by the PDF. Using the GWG Ad Ticket, detailed and useful information such as media agency (buyer name); creative agency; prepress name and contact information including phone/email; advertiser name; first publication date as well as production information (publication; color description, size, width, bleed, and correction remarks), all follow a PDF ad from creation through production.

Each GWG Ad Ticket includes 13 required and 9 optional fields that are compatible with AdsML, the initiative supported by Ifra, an international association for media publishing, the Newspaper Association of America (NAA) and IDEAlliance, a leader in XML-based standards development for the graphic communications industry. GWG Ad Tickets share the same "tags" as AdsML. Similarly, the group will continue to maintain close contact regarding developments within standards organizations and develop compatible solutions.

Stéphane Georges, Dalim Software, and Chairperson for the GWG Job Ticket Subcommittee says, "There is a strong need for stakeholders to get more information about the files they exchange, especially in the advertising segment. By promoting the standard that is already compatible with AdsML, we expect a quick adoption of our best practice specifications."

The GWG Ad Ticket was successfully developed with active collaboration and technical support from GWG member Medibel+, the organization that unites the Belgian advertising sector. The GWG Ad Ticket is an extension of the existing Medibel+ Ad ticket, conforming 100% with Medibel+ ad content.

"We've taken the concepts for Medibel+ job tickets and we matched to AdsML job tickets, creating a truly open format that can be shared and used by as many users globally as possible," explains Georges.

About the Ghent PDF Workgroup

The Ghent PDF Workgroup (GWG), formed in June 2002, is an international assembly of industry associations and suppliers from across Europe and the United States. The GWG's objective is to establish and disseminate process specifications for best practices in graphic arts workflows.

Members are comprised of graphic arts associations including: Cebuco (The Netherlands); CITAGM (Spain); DDPFF (Denmark); ERA (Germany); Febelgra (Belgium); FESPA (UK); FICG (France); FTA (USA); IDP Group (The Netherlands); IPA (USA); Medibel+ (Belgium); Nederlands Uitgeversverbond (The Netherlands); PDFX-ready (Switzerland); PPA (UK); SICOGIF (France); TAGA Italia (Italy); VFG (Austria); VIGC (Belgium); VISKOM (Norway); and VSD (Switzerland).

Vendor members are to date: Adobe, Adstream, Agfa, Apago, Artwork Systems, Callas, CGS, Dalim Software, Enfocus, Esko, Global Graphics, Gradual Software, Heidelberg, Kodak, OneVision, pub-specs, Quark, and Screen Europe.

For more information about the GWG, including a full list of its members and objectives, visit **http://www.gwg.org**