

**ADOBE SEMINAR – “REVERSE ENGINEERING – INSPECTING, ANALYZING,
AND MODIFYING FILES TO FACILITATE PRINTING”**

Speaker - Michael Stoddart, Senior Manager, APAC Creative Solutions

Initially trained as a graphic designer, Michael Stoddart was previously a publishing consultant before joining Adobe in 1996. His various Adobe roles have been in technical, marketing and sales positions. He is involved in assisting Adobe's customers transition to the Creative Suite platform, and has presented at many industry events throughout Asia Pacific. He is now an Asia Pacific Creative Solutions Manager for Adobe's design, web and video markets.

Seminar -

Adobe recognises the need to provide tools and resources to printers to ensure that designers ideas print as intended. While designers explore the creative features of Adobe PhotoshopCS4, Adobe InDesignCS4 or Adobe IllustratorCS4, printers need to take a rather different approach.

This seminar will be focused on the needs and requirements of printers, but is also useful for production artists who are preparing files for print.

You will also be introduced to CS4's forensic tools which are invaluable in highlighting potential problems. (The earlier you can pinpoint problems in a job, the less expensive and complicated they are to rectify). The seminar will provide guidance for identifying transparency effects and for preparing jobs to correctly render during output.

The seminar will also show new print production features of the CS4 release including

Adobe InDesignCS4

- Rapid layout and corrections with increased accuracy – Smart Guides and Proportional Place
- Live Preflight – reduce risk of late stage errors with continuous preflight
- Transparency Flattener – tips for reliable output of complex files
- Links architecture – rewritten to speed up preparing for output while reducing errors
- Automation – new tools for increasing throughput with existing staff and materials

Adobe IllustratorCS4

- Multiple pages [artboards] - output techniques
- Live Colour – fast late stage colour correction and translation
- Gradient transparency – successful ripping
- Separation preview – print output
- New interface streamlines prepress tasks –Appearance Panel / Isolation mode

Adobe PhotoshopCS4

- Speed and power – GPU acceleration
- Smoother workflow – new Adjustment and Mask panels
- Revolutionary Content Aware Scale – image resizing rewritten
- 16 bit Print (MacOS) - greatly improved output
- 64 bit support (Win)
- Improved retouching tools - dodge , burn and sharpen

Adobe Acrobat 9.0

- New Object Inspector for print job forensics
- Minor text edits – including across line endings
- Major new Preflight and Fixup engine and interface
- Enhanced Convert Colours – map RGB black to single plate K

17 February, 2009

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I am glad to inform you that Adobe Systems Pte Ltd, Singapore in cooperation with The Malaysia Printers Association are holding the above Seminar.

For more details of the Seminar, I append the following particulars:

Date:	12 March 2009, Thursday.	Time:	1.30pm-5.00pm
Venue:	Jasmine Junior Ballroom, Concourse Level, One World Hotel, First Avenue, Bandar Utama City Centre, 47800 Petaling Jaya, Selangor		
Language:	English	Fee :	Free
Speaker:	Mr. Michael Stoddart, APAC Creative Solutions Manager		

Programme:

- 1.30pm Registration
- 2.00pm Welcome by Adobe (Raj Minhas)
- 2.05pm Opening Address by MPA Chairman
- 2.15pm Adobe In Design and Adobe Illustrator
- 3.30pm Break
- 4.00pm Adobe Photoshop and Adobe Acrobat
- 5.30pm End and lucky draw

As seats are limited, it is on a “**first come first get basic**”. Please complete the **Registration Form** and return it to The Association as soon as possible but not later than **4 March 2009**.

Attached please find the focus and contents of the seminar covered.

Best regards,



Tony Lee Ang Thee
Secretary General

REGISTRATION FORM (报名表格),.

To:-

Malaysia Printers Association
42-1, Jalan 11/34A,
Kepong Entrepreneurs Park,
Batu 7, Jalan Kepong,
52100 Kuala Lumpur.

Tel: 03-62512187/9
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Email: msiapa@tm.met.my

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Date:	12 March 2009	Time: 130p.m. – 5.30p.m.
Venue:	Jasmine Junior Ballroom, Concourse Level, One World Hotel, First Avenue, Bandar Utama City Centre, 47800 Petaling Jaya, Selangor	
Language :	English	Fee: Free

Name of Company / 公司名称: _____

Company Address / 地址: _____

Contact Person(联络人): _____ Tel. No(电话): _____

Fax No(传真): _____ Email: _____

Name of Participants / 参加者姓名	Designation / 职称
1.	
2.	
3.	
4.	

Please return the completed form by **4th March 2009**

请将填好的表格于 2009 年三月 4 日前交到本会.

Company chop 公司印章

Signature of Authorised Personnel(负责人签名)

Dated (日期): _____