

Mega poster data transfer

Software:

We use the current versions of the following programs:

- Photoshop
- Quark XPress
- Illustrator
- InDesign
- Acrobat Professional

Data transmission to FTP server:

- We provide an FTP server for data transmission. You receive the according link with the order confirmation.
- The data can be uploaded individually or in a folder named with the customer or campaign name.
- Once the file has been uploaded, your data will be transferred to another server folder and will thus no longer be visible.

Camera-ready copy:

- Whenever possible please include a colour-accurate proof. If this is not possible please send us the open data with all linked pictures and text (InDesign, Illustrator, QuarkXPress, Photoshop document or as a PDF). Please specify the reference colours in Pantone colours only.

Trims/exclusion area:

- In general, by adding a 5 cm trim (incl. picture) – which may be needed depending on the paper properties – to each page of the final format, you can avoid any data transfer surcharges.

Fonts:

- For printing we need all font folders. Alternatively you can convert them yourself into vector data.

Trapping/overprinting:

- Trapping is not necessary in digital printing. Please ensure that the white texts and areas are not set to overprint in the respective layout programs.

Colours/colour areas:

- We use the ISOcated_v2_eci.icc colour profile. Our digital printing machines produce in 6-8 colours. Special colours (Pantone colours) are created with CMYK and cannot always be reproduced completely.
- Black vector areas and fonts should also be created in four colours (60C 50M 50Y 100K) to achieve a deep black.

Image resolutions:

- In order to achieve optimum results we recommend complying with the following resolutions. However, please note that the data quantity must be optimal with a small viewing distance. Fonts in particular must be delivered in vectorized form.

Print to 1 m2	Min. 55 ppi	Optimum 150 ppi
Print to 5 m2	Min. 55 ppi	Optimum 100 ppi
Print to 10 m2	Min. 55 ppi	Optimum 75 ppi

- The resolution depends on the viewing distance. For distances of 20 metres and more, the data can be delivered at the minimum resolution. For shorter viewing distances we recommend a resolution in line with the optimum specifications.

Print to 50 m2	Min. 35 ppi	Optimum 55 ppi
Print larger than 50 m2	Min. 30 ppi	Optimum 55 ppi

We will be happy to answer any further questions you may have:

APG|SGA Mega Poster, Paron AG

Giesshübelstrasse 4, 8045 Zürich, T +41 58 220 70 00, F +41 58 220 79 59, contact.megaposter@apgsa.ch

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Final proof:

- Upon request you will receive a final proof PDF as a ready for press file as an additional safeguard. If you do not require this, you thereby declare that the data will be printed as delivered. Please issue the “ready for press” approval within 24 hours, otherwise delivery delays may result.

Proof

- A proof is a prepress proof used to check the quality of the camera-ready copy. The prepress proof is a section of the original on a scale of 1:1 and is submitted to the client in a size of approx. 1 m² for checking and approval.
- A proof is created only on request. The costs amounting to CHF 220.00 will be billed.

Additional information:

2D data:

- For 2D implementation, we require the print data to be delivered open. All layers must be visible and not closed.

3D data/model:

- Rhinoceros (stl)
- ZBrush (obj)
- Autocad (dxf or dwg)
- For 3D implementation we require the relevant parts in file format or as a model with a maximum size of 500 x 300 x 300 mm. If our company creates the data we will bill accordingly.

Data for animations:

- For implementing animations, we require the print data to be delivered open. All layers must be visible and not closed. The sequence of the animation should be supplied with the relevant times.

Lenticular:

- Image data are prepared for a lenticular image using Adobe Photoshop. This means that the data supplied must be in *.PSD format. The minimum requirement is a pixel-based image file for each image. PDF files cannot be processed.
- Colour pixel images must have a resolution of at least 300 ppi in the desired output size. 500 ppi is recommended for high quality.
- The templates should be in CMYK colour mode.
- Fonts and texts should always be prepared as a separate layer in Photoshop or in such a way that the texts can be integrated as individual layers. Texts already integrated into images may result in a loss of quality. Please always enclose the fonts used with the data. To ensure readability of fonts, the fonts should not be smaller than 30 point.
- In addition to the data we need a colour-accurate reference print/proof to match the colours. This may be created on the basis of the PSO (DIN ISO 12467-2).
- Each image phase requires a separate layer in Photoshop or a separate image file. (For movie effect video 12 sec. HD format). A printout of the relevant phase must also be supplied for checking.
- When producing animations (morphs, zoom, movie) and depending on the sequence and LPI (lenses per inch) of the lenticular plate used, up to 90 images can be used in an animation (12 sec. HD format). A detailed statement can only be provided after viewing the image, however.
- When producing 3D images, the exposed sections of an image, fonts, logos etc. are distributed over a number of spatial depth layers. The structure is similar to that of a theatre with sets.
- The closed background and the individual objects that will be placed in the area must be created as a separate layer.
- When creating the image there should be no fine vertical structures in the depth, as these are the first things to appear out of focus when viewed through the vertical lens.
- Shadows can produce the effect of great depth but should be created as a separate layer.
- A sketch with the desired depth layers should be included with the data.
- If the order includes the rendering of a three-dimensional object using an existing Photoshop layer, we require a side view sketch that indicates the individual spatial positions.

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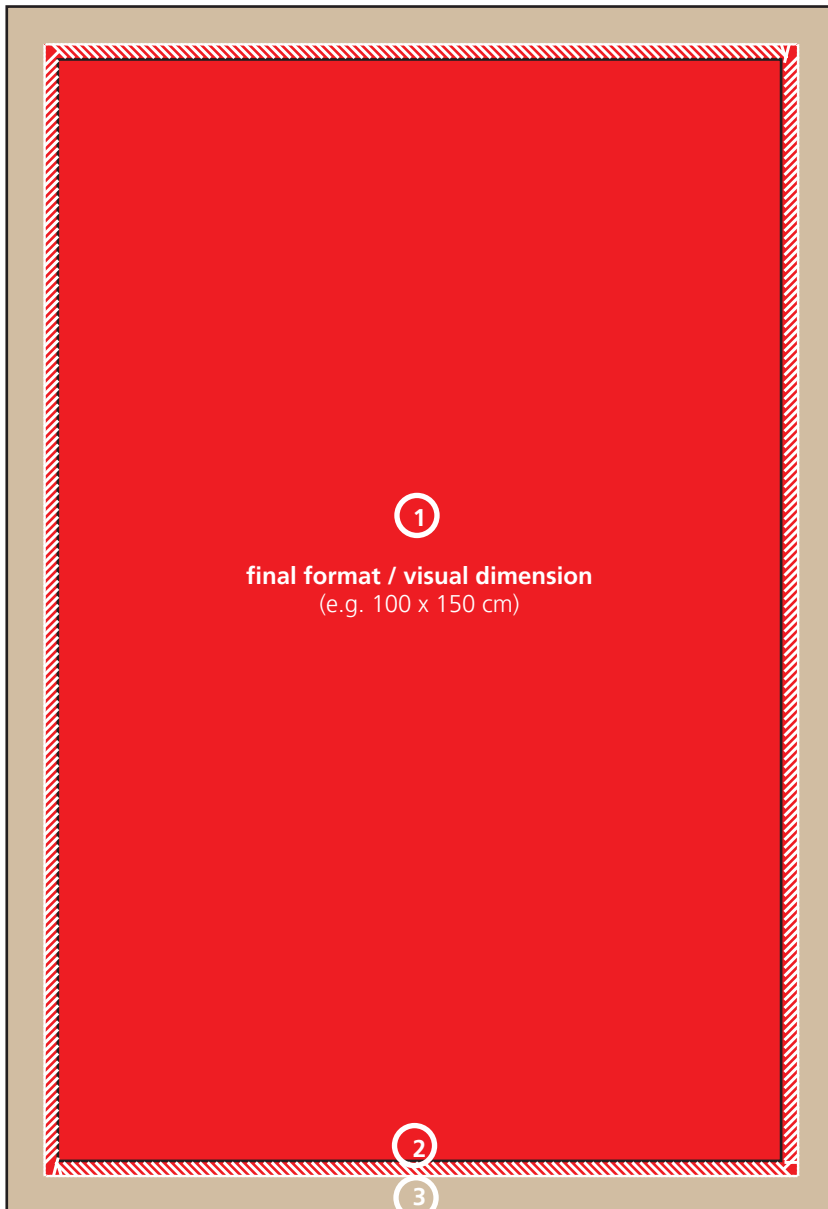
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Additions/exclusion zone:

– With adding 5 cm per site to the final format (incl. picture), which are necessary depending on the manufacture, it is possible to save additions regarding the data transfer costs.

Manual data transfer, printing extra:



1 Final format / visual dimension
- (e.g. 100 cm x 150 cm)

2 Text and logo, exclusion zone
- 20 mm inwards from final format
- no placement of text or logo
- (e.g. 96 cm x 146 cm)

3 Production add-on
- 50 mm all around
- File format for layout and making-up
- (e.g. 110 cm x 160 cm)

1
final format / visual dimension
(e.g. 100 x 150 cm)

2

3

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