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**NYU-SCPS AND CAL POLY TO JOINTLY SPONSOR
SEMINAR ON VIRTUAL PROOFING**

**Day-Long Seminar in New York Will Feature Presentations by
Leading Experts on the Most Advanced Virtual Proofing
Systems and Applications**

NEW YORK, NY and SAN LUIS OBISPO, CA, March 21, 2007 — In their first joint bi-coastal effort, the New York University School of Continuing and Professional Studies (NYU-SCPS) Master of Arts Program in Graphic Communications Management and Technology, and the Graphic Communication Institute at Cal Poly, San Luis Obispo, California, will host a day-long seminar on virtual proofing (VP) in New York City on Tuesday, April 17th. Starting at 8:00 a.m., the Virtual Proofing Seminar sessions will be held in the Public Assembly Room (Room 430) of NYU-SCPS's Woolworth Building location at 15 Barclay Street in downtown Manhattan.

The Seminar sessions will feature comprehensive presentations on all aspects of virtual proofing by leading authorities in the field, along with exhibits and demonstrations of the capabilities and potential of VP technology by Apple, Dalim Software GmbH, GTI, ICS and Kodak.

The roster of the NYU-SCPS / Cal Poly Virtual Proofing Seminar presenters and sponsors spans a wide spectrum of VP applications in publishing, packaging, advertising, marketing and digital imaging. Participants include seminar keynote speaker Kin Wah Lam of Time Inc., Ken Lantz of DRAFTFCB, New York, Carol Werlé of Dalim Software GmbH, Michelle Laird-Williams of Kodak, Doug Landon of ICS, Dianne Kennedy of IDEAlliance, Robert McCurdy of GTI, Dr. Bruce Myers of NYU-SCPS, and Roger Siminoff of Apple Computer and Research Professor of Industry at Cal Poly.

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Dr. Harvey Levenson, department head of Cal Poly's Graphic Communication Department said, "Virtual proofing is a vital topic that unquestionably is changing and expediting the proofing workflow in nearly all facets of print media production. Virtual proofing is for companies of all sizes – large, medium, and small. It is here now and it is here to stay. We are tremendously pleased to parley the experiences of Cal Poly and NYU along with industry partners in presenting this important and timely seminar."

Developed by Bonnie Blake, Acting Program Director of NYU's Graphic Communications and Management M.A. Program and Dr. Levenson, the Virtual Proofing Seminar will cover the full spectrum of essential topics such as understanding VP management, operations, implementing VP, online VP workflow issues, VP quality, VP material and equipment requirements, training and cost benefits.

"As the premier Master's Program in Graphic Communications Management and Technology, NYU-SCPS, together with the program's board of advisors and faculty, has become a true industry expert. From time to time, we want to share our knowledge with the industry at large, especially a subject as timely and worthwhile as virtual proofing," Ms. Blake stated. "Our students will expand their program of study and clearly benefit by learning from these industry leaders in attendance. We are especially pleased to co-sponsor this important seminar with Cal Poly."

The Seminar content will focus on VP as the final step in the implementation of an all-digital workflow. Major operational benefits of VP will be explored, including the extraordinary time savings, cost reductions and faster approvals made possible through multi-site, simultaneous real-time evaluations of proof images by all parties involved in the process.

The seminar sessions will conclude with an interactive afternoon panel discussion to afford the panelists an opportunity to discuss their own experiences and successes with actual VP applications.

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Fees for the NYU-SCPS / Cal Poly Virtual Proofing Seminar are \$199 per person. Alumni of the NYU Program in Graphic Communications Management and Technology Program or the Graphic Communication Department at Cal Poly, as well as groups of three or more will receive a special discounted fee of \$179 per registrant. Proceeds from the Virtual Proofing Seminar will benefit education in graphic communications at NYU/SCPS and Cal Poly.

The Seminar fee includes continental breakfast, lunch and break refreshments. Attendees also will receive a seminar research report published by the Graphic Communication Institute of Cal Poly: *Current Trends in Virtual Proofing – A Market Analysis*. In addition, Dr. Bruce Myers, Adjunct Faculty Member of NYU/SCPS will provide a report on management issues within Virtual Proofing.

For more information, or to register for the NYU / Cal Poly Virtual Proofing Seminar, please go to www.scps.nyu.edu/virtualproofingseminar. You can also contact Anna Condoulis or Monica Estrada at 212-998-7003, by fax at 212-995-4130, or by e-mail at ac5@nyu.edu.

About NYU-SCPS Graphic Communications Management and Technology M.A. Program

New York University's internationally renowned Graphic Communications Graduate M.A. Program offers curricula to develop the next generation of leaders in the graphics industry. The Program's board of directors is an advisory body comprised of industry executives from preeminent corporations throughout the field of graphic communications. The Graphic Communications graduate program is based within the NYU School of Continuing and Professional Studies (www.scps.nyu.edu). NYU-SCPS is among the 14 colleges and schools that comprise New York University, one of the largest private universities in the United States. Founded in 1934, NYU-SCPS each year educates some 4,200 undergraduate and graduate students and enrolls over 40,000 in its non-credit programs. A national leader in adult and professionally-oriented education, NYU SCPS programs include non-degree courses that span more than 125 fields, 14 industry-focused Master's degree programs, and nine Bachelor's and six Associates degree programs specially designed for working adults.

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About Cal Poly Graphic Communication

Cal Poly's Graphic Communication Department represents one of the best-known programs of its kind in the nation. The program is the largest in the western United States with over 33,000 square feet of modern laboratories. The department has one of the largest industry support programs in graphic arts education with the vast majority of its equipment and facilities having been donated by industry. Founded in 1946, the department maintains an enrollment of approximately 300 students pursuing a Bachelor of Science degree in Graphic Communication with concentrations in Printing Management, Electronic Publishing and Imaging, and Design Reproduction Technology and approximately 25 students pursuing a minor in Graphic Communication.

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