

# DATA PROCESSING GRAPHICS

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**systemstandbau**  
ARCHITEKTUR FÜR MESSEN UND EVENTS

## How to send us your data

### Postal formats

- CD Rom
- ZIP 100 MB, 250 MB (MAC, PC)
- DVD

### Internet

Reed Downloadcenter [www.share.messe.at](http://www.share.messe.at)

### E-Mail

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### Important !

**In order to ensure images/and texts are portrayed accurately we require object print-outs either per**

z.B. Fax. ++43 662 875511 or per PDF

**In order to ensure colours are portrayed accurately we require a representative reference layout PROOFS.**

## Programmes and formats we use

### Photoshop CS 2

- PSD, TIFF and EPS files are the most convenient formats
- Please save all files in CMYK mode
- Please do not generate any new fonts and logos in Photoshop (as vector graphics are not possible).

### Illustrator CS 2

- All fonts should be converted to paths

### X-Press 6.0 (Mac) In Design CS 2 (Mac – PC)

- Always attach all fonts. Do not save as EPS files.

### PDF files

- Please save in a ready-to-print format.

### Fonts

- Always convert to paths.

### Logos

- Save as vector graphics whenever possible.

### File sizes

- As a rule the size ratio of 1:10 applies to 300 pixels/cm.

### File types

- Although we can deal with other types of data such as JPG, BMP, CDR, WORD & EXCEL, this may entail additional charges

## What else we need

### Proofs featuring exact colours

Colours may be reproduced differently depending on the medium used. To ensure our colour correspond with yours we require . high quality colour proofs. A conventional colour copy is not accurate enough.

!!If we are not provided with a representative colour proof or colour details, no subsequent complaints as regards colour deviations!

**NB. Most agencies tend to refer to representative colour prints as PROOFS.**