



NEWS RELEASE – October 20, 2012

**RIT Awards First PSAsm Certification to a Hong Kong Corporation —
Hung Hing Printing (China) Company Ltd.**

Rochester Institute of Technology (RIT) (Rochester, New York) is pleased to announce that Hung Hing Printing (China) Co Ltd (Fu Yong Town, Shenzhen, China) is the first site in the world to earn RIT's Printing Standards Audit (PSAsm) Certification. Hung Hing Printing (China) Co Ltd is owned and managed by Hung Hing Printing Group Ltd in Hong Kong.

RIT Professor, Robert Chung, led the audit of Hung Hing Printing (China) Co Ltd, assisted by Fred Hsu of the Chinese Cultural University (CCU) (Taipei, Taiwan). Based on RIT's audit of Hung Hing's data reception, proofing, and printing workflows, Hung Hing was awarded "PSA Certification to CGATS Dataset TR006 according to CGATS TR016". Because Hung Hing is a G7[®] Master Printer, IDEAlliance[®] will award Hung Hing Printing (China) Co Ltd the world's first certification as a "G7[®] GRACoL[®] Certified Printer" based on its recognition of RIT's audit results.

Lewis Lam of the Advanced Printing Technology Centre (APTEC) in Hong Kong provided training and consulting support to prepare Hung Hing Printing (China) Co Ltd for the audit. RIT and APTEC announced their agreement to work together to promote printing standardization, and APTEC has been appointed by RIT to become the exclusive PSA Training Partner in Greater China, including Mainland China, Hong Kong, Taiwan, and Macau.

Printing Standards Audit (PSA) is an impartial, objective process to audit the ability of a printer's workflow to produce prints that conform to a recognized characterization dataset. GRACoL[®] and SWOP[®] can be selected by the printer as aims for conformity assessments.

PSA development began more than two years ago when, in response to requests from industry, professor Robert Chung of RIT's School of Print Media surveyed printing standards assessment practices with international leaders including KEE Consultants (France), Fogra (Germany), Ugra (Switzerland), SCGM (Netherlands), BPiF (UK) and IDEAlliance (U.S.). Each of these organizations welcomed Chung and contributed to the development of RIT's global approach to certification.

About Rochester Institute of Technology (RIT)

Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging technology, sustainability, and fine and applied arts. RIT's printing industry expertise ranges from direct participation in the creation of International Standards, to certification of printing materials for companies around the world, to providing undergraduate and graduate programs in media science, which are recognized for their academic excellence.

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