

ANNEX A

Alliance Executive Committee Summary Reports

On the following pages, in order

- First Interim Report, October 2005
- Second Interim Report, February 2006
- Third Interim Report, April 2006 (Committee notes)
- Fourth Interim Report, October 2006
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Photographic Alliance of Great Britain

Executive - October 2005

Technical Standards Committee

This is the first report of the Committee which was established in Apr-05 with the remit to collect information concerning current practice on projected digital images (PDI), and to consider what, if any, recommendations might be made for practical standards of use.

The first phase has involved:

- Definition of a catalogue of topics relevant to PDI. These topics include - Projectors - PCs and graphics adaptors - Other display drivers - Data file formats - Imaging display software - Competition management and workflow software.
- A search of several hundred websites, including those for all Federations, and for all Clubs available via the Federations, and for national and international bodies (RPS and its specialist groups, PSA, FIAP, PSSA), and many for commercial and other sites.
- Advertising for contributions via the PAGB and Federations, and directly via a questionnaire sent to the top national Clubs attending Warwick.
- Creation of our own website to record the work in progress and the information discovered, and to facilitate consultation. Members may view the Committee's work at <http://myweb.tiscali.co.uk/markbuckleyssharp>

Two principles have directed work during this phase.

- Where a reasonable range of opinion has been collected, then no new major opinion is likely to arise from further enquiry. The Executive itself is not a sufficiently large group, and the enquiry has deliberately been much wider. The range of opinion now collected should be enough to rely upon the collection as complete.
- When current practice may be highly variable, then merely informing participants of the current range of practice is sufficient to start the process of convergence, without making any formal recommendations. To this end, all correspondents have been 'rewarded' with access to the Committee's website.

There is no decision about either the content or format of any outcome of the Committee's work.

Executive members may wish to review the website and submit comments and advice. Subject to that advice, there are some ideas to guide the next phase.

- PDI is a rapidly changing technology. No guidance will be permanent.
- Any guidance must be simple, with the aim of helping both authors and organisers, given that Clubs and Federations are autonomous bodies within the PAGB entitled to create and follow their own guidance. Nevertheless, the PAGB Executive is responding to requests to assist.
- The PAGB leaflet concept may be appropriate, although the likely publication medium would be web only.
- Although the ultimate advice needs to be simple, it will only be robust if the Committee has first gone through the process of reviewing the available detail. That is why the first phase has involved collecting that detail, and why the second phase is likely to involve a thorough review.

By the Feb-06 Executive meeting, the Committee should aim to produce a review document. The review, as may be amended by further discussion, would then be the source for extracting any advice leaflets. The earliest time by which leaflets would be available for the Executive's consideration would be Apr-06.

Mark Buckley-Sharp
Chair, Technical Standards Committee

Photographic Alliance of Great Britain
Technical Standards Committee
Progress Report - February 2006

It has not been possible to make as much progress as hoped since the last Executive meeting in Oct-05. The information recovered so far has not been collated and written up in full, and the Executive is asked to hold over this task to the next meeting. The work to date can still be viewed at: myweb.tiscali.co.uk/mark.buckley-sharp.

Discussions since Oct-05 have enlarged the range of information on projector types. Enquiries by individuals or Clubs have been dealt with informally, by explaining the range of issues involved in projected digital images (PDI).

A suggestion has been received that the PAGB should be aiming to recommend ie, accredit, specific suppliers eg, of colour profiling services. The Executive may wish to agree that this will always be outside the remit of the Committee and the Alliance.

It is still thought that the work of the Committee will end up in two areas once the range of options for PDI has been collated.

- A recommendation that organisers should make definite choices from the range of options, and publish the requirements for entering their event in a clearly understandable form.
- A choice from the same range of options, but made by the Alliance itself, and published for any event which the Alliance chooses to plan and offer for PDI.

Authors need confidence that their work will be fairly viewed alongside that of others. Organisers need confidence that their event can satisfy the needs of authors, and hence promote their event and organisation. Overall, that means that the preparation of images, the display of images, and the workflow for managing events must be readily understood and not subject to large variation.

The aim of the Technical Standards Committee is to do for PDI what is already common knowledge eg, for slides. This will not be easy, and for two reasons.

- The makers of PDI equipment address the business and home cinema markets. The technical detail in their advertising and even their equipment handbooks fails to assist us when searching for quality standardisation in photographic reproduction.
- Digital projectors, computers, software, and workflow management are unfamiliar to many photographers. The level of complexity, the amount of knowledge required, and the rapid technological change all increase the likelihood of errors and of display variation.

For example. What is the difference between a 'candle', a 'candela' and a 'lumen'. How many lumens are required for a given size of screen, and how does that requirement vary between an illuminated room (business presentation), a dimmed room (conference) and a blackout (PDI event). These are unlikely to be questions foremost in the minds of most photographers who would rather be faced with a Tuscan Dawn or Lions in the Serengetti.

Technical Standards Report - Commentary (Committee notes at April 2006)

Collating the information in this report has been a lot of work. Was it necessary? Did we have to do it? My view is that unless there has been a thorough search you will never know what has been left out or whether that was important. It doesn't mean that everything discovered is equally or even very important, but it takes a search to know that.

Above all, this has been a collaborative effort to date. Many people have contributed. Not necessarily everybody with a view, but enough to be sure the outcome is comprehensive.

Not wishing to sound defensive, but it has been necessary to tone down the information from some contributors. While respecting the work they have done, there sometimes is a wider context about which they may or may not be aware.

It is interesting that some of the main issues which will now influence our progress only became really obvious right towards the end: in the last few weeks.

We have experts, and we have novices. We have authors, and we have event organisers. So we have four combinations: experts authors, experts organisers, novice authors, novice organisers.

The experts have been getting on just fine. What has been collated is really written by them and not for them. The information may help them a little, but basically they are the enthusiasts, and they will continue to lead.

The novices are those who really want help. Originally, the people asking for advice were the novice organisers at Club and Federation level. However, it is now clear that the novice authors also need help. But the help they need is different from that needed by organisers, and there is a boundary between author and organiser which needs help as well.

At Club level, encouraging participation by lots of Club members means helping mainly novice authors. But the Club level organiser is also likely to be a novice. This may be where the maximum support is needed.

At Federation level, it is more likely that there is an expert organiser, and it starts to be possible to enforce imaging standards on the more skilled authors.

At National/International level, we can expect to meet expert authors, and it is those authors who will demand skilled and expert organisers. But, that does makes the management simpler.

What Next? RULES. For guiding the wise, and observance by others.

Rules/Standards/Guidance:

- To Authors. Image preparation up to file delivery. Relatively static.
- To Organisers. Image presentation and workflow options. Relative fluid: the options will change with time. Ongoing collation of options could be useful.

PAGB Digital Events / Assessments:

- Alliance will need to make its own choices.
- How will this be implementable (central v local equipment and procedures ?)

**Photographic Alliance of GB
Technical Standards Committee**

Fourth Interim Report - October 2006

At its meeting in April 2006, the Executive received the Third Interim Report, which is a comprehensive review of information about projected digital images (PDI). The Executive resolved to publish the reports to date, and identified a need for a selection of simple guideline documents which could also be published. Eventually, the PAGB will need its own choice of standards for any of its own PDI events. The Executive requested each Federation to provide a short statement of its own current strategy for PDI events. This report describes progress for the period to October 2006.

Website <http://myweb.tiscali.co.uk/markbuckleyssharp>

The Committee's website has been restructured to support the ongoing work. It is now in sections for Reports (Committee reports to the Executive); Snippets (corrections and updates to report sections); Drafts (documents in preparation and for consultation); Notes (the source material used for the major Third Interim Report); and Research (currently on projector brightness and Federation strategies).

Research - Federation Strategies

Nine Federations have not reported, which is unfortunate as only currently known information was requested. Six Federations have reported their current PDI strategy, supplemented by a report from the BPE organisation, and these reports are published on the committee's website. They show a steady introduction of PDI events, either already completed, planned for 2007, or under consideration.

Research - Projector Brightness

This work aims to correlate subjective opinion on projector luminance with objective measurements and projector specifications. The response to the request for contributions has been minimal, but a summary of the available data is on the website.

Snippets

Besides minor errata and references to specific research (see above), updates and comments refer to Use of ppi (ie, not relevant for PDI); A review of projector resolution; Units of luminance; and Classification of workflow software. A paper on PDI metadata will follow (metadata is the information to accompany a PDI entry to support the effective organisation of an event).

Drafts

A lot of thought has been given to how the Executive's requirement for simple guidelines documents might be achieved in practice. Advice from PDI event organisers continues that many authors are unable to understand and follow even quite simple advice. Indeed, using just the 'pixels per inch' issue as a proxy measure, there is widespread confusion and ignorance even amongst organisers and publishers. We must also consider that technology and experience continue to advance rapidly. A draft proposed catalogue and format of guidelines documents has been prepared, and is available on the committee's website. This suggests it will be possible to make some very brief statements of requirements for organisers, which should have lasting relevance; and support these with much more extensive guidance information and case studies, forming pick lists of optional routes to compliance. In turn, the information for organisers can be supported by information for authors. The draft proposal contains initial examples of a requirements list, and relevance guidance. Comments on this draft are invited.

Photographic Alliance of Great Britain
Technical Standards Committee
Progress Report: February 2007

At its meeting in October 2006, the Executive approved the proposed format of standards documentation for projected digital images (PDI): a checklist of standards; guidance to organisers; and guidance to authors. The Executive requested that the checklist set of standards be ready for its meeting in February 2007.

The Committee completed its survey of Federations and their strategies for introducing their own PDI events. By the end of 2007, 15 of 18 Federations will have completed at least one event, and a fair number of Federations will have several years of such experience. Widespread experience at Federation level is seen as a precondition for the Alliance organising its own events, given that Federations generally host such events. Should the Alliance wish to consider organising a PDI event, including possibly converting a slide event partially or completely to PDI, then this should be feasible by 2008 or, at the latest, 2009.

The Committee continued its research into the subjective acceptability of digital projector brightness. Originally this was intended to correlate with lumen specifications of projectors so as to advise prospective purchasers. However, the results will be of more pragmatic use in relating simple exposure meter readings to likely acceptability.

To meet its main objective, the Committee received a suggested set of standards (with thanks) from Tony Riley (SPA), and set these alongside its own independently prepared set. The Committee then recovered several sets of instructions to authors as published by current UK open exhibition events. The texts of these instructions were analysed: into standards topics listed with their detail. Taking these texts as the 'answers' to hypothetical standards, the Committee effectively considered what the original 'questions' might have looked like. These analyses confirmed a realistic set of standards topics. Tested against the Committee's own work eg, in the Third Interim Report of April-06, these also showed where there was good practice, and where there were some definite mistakes being published by organisers.

Attempting to draft the checklist of standards, as requested by the Executive, showed that it was not possible to do this without quite detailed consideration of what the guidance to organisers would be. Although it has increased the effort required in drafting, the attached Fifth Interim Report from the Committee includes both the checklist and the full guidance to organisers; preceded by an explanatory Introduction.

The Executive is asked to receive the Fifth Interim Report, and consider whether it generally meets the requirements previously agreed. The Report is marked 'Draft' and it should receive wider and much more detailed consideration. It will appear anyway on the Committee's own website, and some of the Committee's expect correspondents will be asked for comments. The Executive may wish the Report to be published on the main PAGB website alongside the Third Interim Report. Any detailed comments which Executive members may wish to make, or have commissioned within their Federations, should be sent to the Committee for consideration.

Mark Buckley-Sharp LRPS CPAGB, Committee Chairman

**Photographic Alliance of Great Britain
Technical Standards Committee**

**Final Report
April 2007**

This is the Sixth and Final Report of the Technical Standards Committee.

The Executive accepted the Fifth Interim Report at its meeting in February 2007, and received a Draft document with standards and guidance for projected digital images (PDI) events. The Draft was to be issued for consultation and revision before returning to the Executive in April 2007 to be considered for ratification.

As a minor update to the Committee's survey of experience at Federation level, the previous report that EAF has had no experience of PDI events at Federation level, is revised to note that Cambridge CC within EAF has several years experience of a large inter-Club event.

There are no further updates to the Committee's research on projector brightness.

The Draft Standards and Guidance document was issued for consultation to members of the Executive, and to the Committee's panel of expert correspondents. Many useful comments were received by the closing date of 18th February. A document collating the comments, responses and actions is available in the Committee's website. The comments showed that the basic format was acceptable; that the content was not seriously incorrect; and that consultation with wider experience was helpful in extending and refining the content.

The Standards, and even more so the Guidance will be tested by time and experience. However, this is as far as it is possible to go at present without descending into unproductive minutiae. It has not been possible directly to produce any guidance to authors, but it is clear that such guidance is already being produced by others, and hopefully that will continue.

All the documents and source materials arising from the Committee's work remain on the Committee's working website. myweb.tiscali.co.uk/markbuckleysharp

The Executive is requested to:

- Receive this report.
- Receive and ratify the accompanying document 'Projected Digital Images - Standards for Events', dated April 2007, version 2.1.
- Agree to publish the Standards document (version updated to confirm status) on the PAGB website alongside, and retaining, the technically detailed Third Interim Report of April 2006.

The Executive is recommended to:

- Confirm its intention and dissolve the Technical Standards Committee.
- Create a new Committee to oversee the definition of exact standards for PAGB projected digital events, leading to a timetable for implementation.

Mark Buckley-Sharp LRPS CPAGB
Chairman, Technical Standards Committee