

# PQX<sup>®</sup> Message Overview

The Print Quality Message high level structure is made up of major blocks to carry business, production and sample data from the printer to the brand and its agents. The model is prescriptive in that the elements have a specific order and cardinality. Only those blocks that all parties contributing to the development of the PQX Specification agree are required will be required. Other blocks are optional and can be used based upon the business agreement between the printer and the brand.



## Business Data Blocks

The first part of the message contains a number of blocks used to transmit business data. These blocks include:

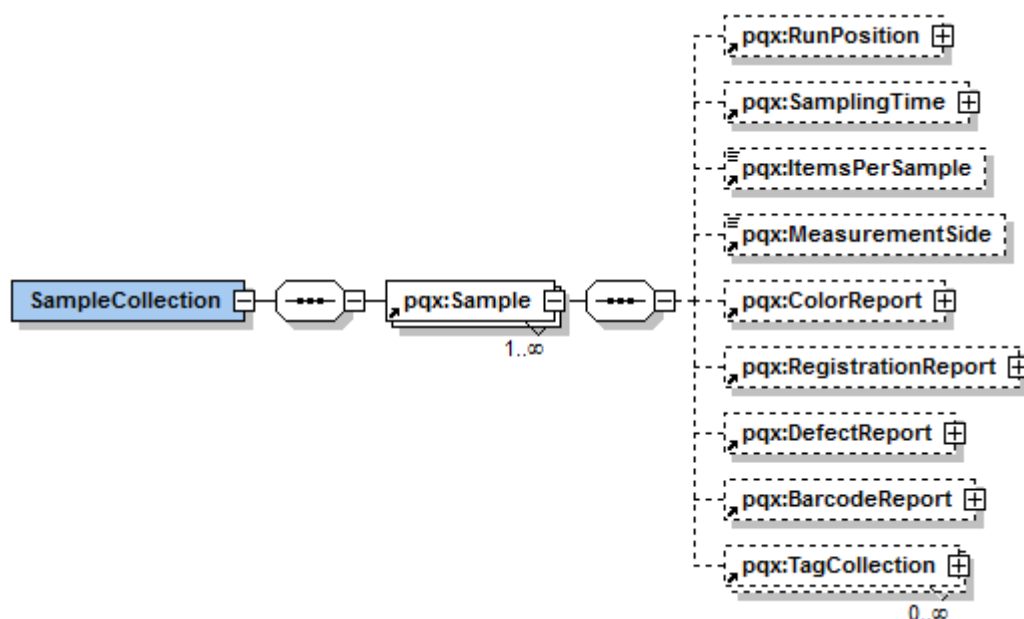
- **MessageInfo:** a set of fields that provide information about this PQX message including the message date, a message identifier and information about the sending software system
- **PrinterInfo:** a set of fields that provide information about the Printer including the parent company, printer name and location
- **PressRunInfo:** a set of fields that provide the physical characteristics of the production of the printed item from which print quality data was captured



- **InkCollection:** a set of fields that identify all inks that were used to print customer items for quality reporting
- **ReporterCollection:** set of fields that define all the systems and/or individuals responsible for the data capture for the quality reports in this PQX message
- **CustomerItemCollection:** set of fields that identify all customer items that were printed for quality assurance reporting

## Sample Collection

The Sample Collection is a set of fields that carry information about all the samples measured, observed and reported on from a press run. All quality reporting is found within the Sample Collection. A sample collection may be made up of one or more customer items that were printed. Each customer item may carry reports on color quality, registration quality, defects and barcode quality.



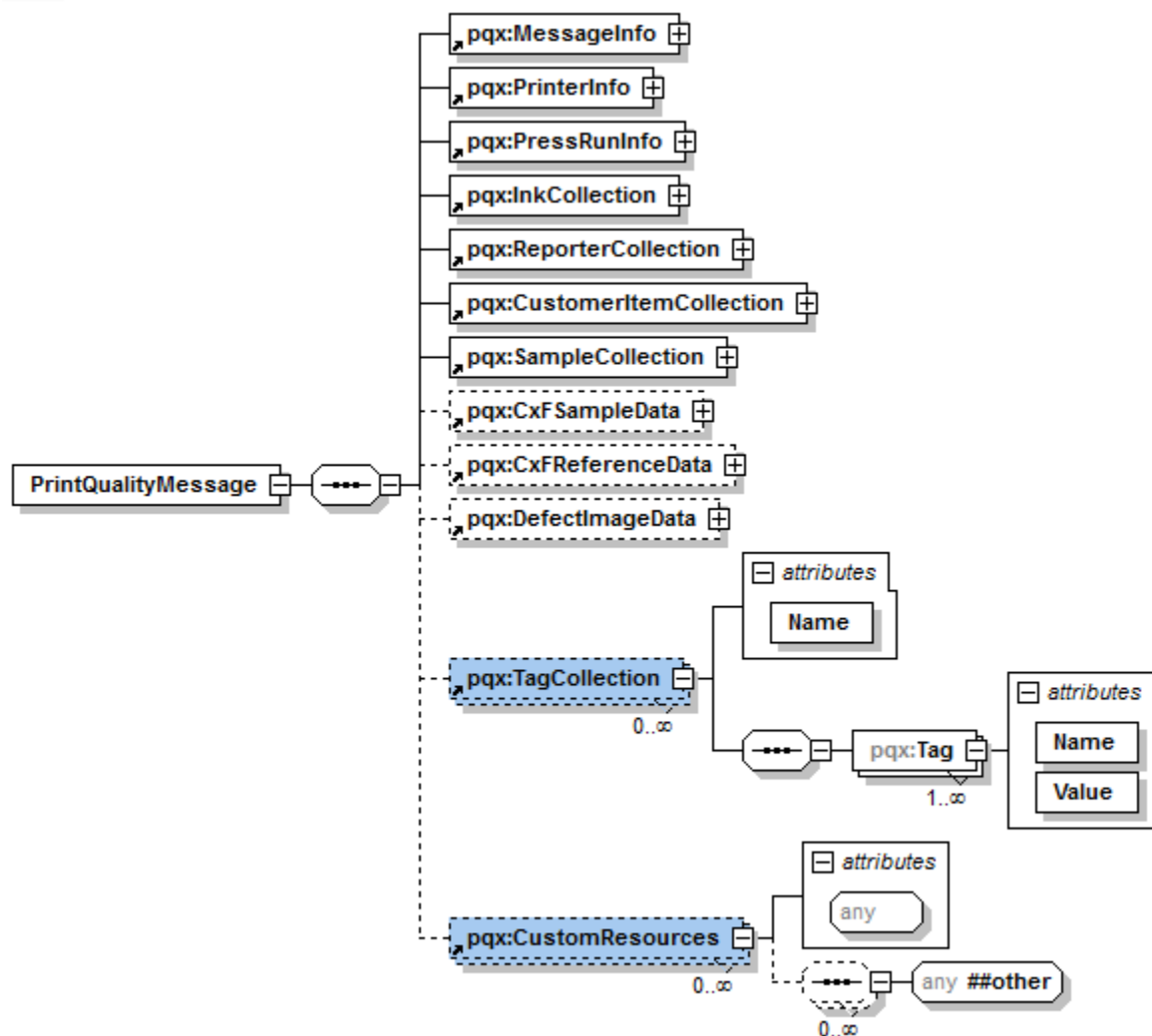
## Data Storage Blocks

The next three blocks of the PQX high level structure are data storage blocks designed to carry CxF color data that is output by color measurement device software and defect images captured by automated press control systems that a brand may wish to have included.

## Extensibility Blocks

In order to provide for extensibility in the PQX model, the specification has included two blocks modeled directly from the extensibility provided by CxF. The Tag Collection provides a named block of generic tags that provide extensibility to the PQX at key locations in the model. See the

figure for the Sample Collection above. Custom Resources provide extensibility at the message level by allowing the inclusion of any structured XML-encoded content from any namespace.



### About Idealliance

Idealliance is the leading developer of specifications and certifications in the graphic communications industry, and a global association of brands, printers, and technology companies. Idealliance's unique DNA is collaboration across customers, creators, suppliers, and users and as a result is positioned to redefine supply chains and workflows.

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