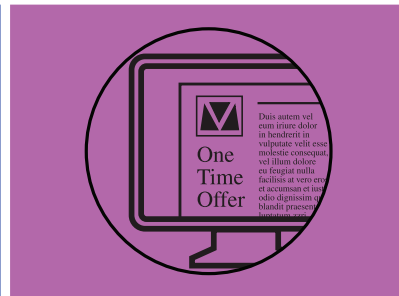
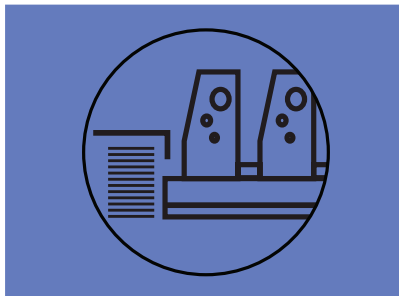


Driving Business Performance Through Color



X-Rite offers solutions to measure, manage and maintain consistent color throughout the entire Graphic Arts workflow. By demanding high quality and measurement of color from your vendors, you can ensure that your brand will be represented effectively and consistently through all forms of output. Here are a few products that X-Rite offers to ensure accurate color for your brand.

For more information on these and other X-Rite products, visit www.xrite.com/graphicarts

OPTIX^{XR} Pro – Monitor Calibration

Creative professionals need the ability to view images accurately on their monitors. A calibrated and profiled display ensures accurate and consistent color throughout the digital workflow.

- ▶ Provides accurate color in any viewing environment
- ▶ Obtain greatest accuracy with instrument assisted measurement
- ▶ Ensure the widest tonal range and largest color gamut possible for your display
- ▶ If you and your vendors both utilize this solution, multiple displays can be set to the same luminance therefore ensuring that you and your vendor are viewing the same color

Who should use:

Graphic Designers, Photographers and Corporations



PulseTM Color Ensemble

The Pulse Color Ensemble uses precision color technology that helps meet the needs of any color critical workflow challenge and helps achieve the highest level of quality in color production.

- ▶ Create display profiles for LCD or CRT displays
- ▶ Create input profiles for digital cameras and scanners
- ▶ Create output profiles for printers
- ▶ Modify and examine existing profiles with powerful profile tools
- ▶ Ideal for digital capture and editing applications, as well as in house proofing and review where workflow color consistency is a requirement.
- ▶ Utilize ICC profiling to make sure that color will be consistent.

Who should use:

Graphic Designers, Pre-Press, On-Demand Printers and Corporations



PlateScope™

The unprecedented plate process control solution that enables your pre-press or printing vendors to gain control of their plates. The cutting-edge PlateScope represents the most accurate plate measurement system available.

- ▶ Accurately measures even the most difficult low-contrast, chemistry-free and processless plates
- ▶ Maintains accuracy in extreme highlights and shadows, the areas of prime concern in the printing process
- ▶ Process control solution to ensure jobs are run correctly the first time saving everyone time and money

Who should use: Pre-Press, Printers



Handhelds (530)

Handheld devices are useful in the pressroom to verify special colors are in line with your requirements. In the ink room, printers use the powerful spectral data along with an ink mixing system to test, formulate or correct ink formulas quickly and accurately saving you time and money.

- ▶ Simple Color Comparison: Allows for printing jobs with multiple special colors. Once your special colors are identified up front, the printer can use this instrument during the production run to simply measure any color, in any order. The device smartly shows the comparative color or density difference, so color critical decisions can be made resulting in cost-savings.
- ▶ Match Colors Quickly: If you need to match colors against a database of your own references or industry guides such as PANTONE®, the match feature will show you the closest match and the color difference of the closest 16 colors.

Who should use: Printers



IntelliTrax™

The IntelliTrax series is the industry's fastest, smartest line of auto scanning systems for press-side color control. IntelliTrax allows sheetfed commercial and folding carton printers to maximize productivity and profitability during makeready and production

- ▶ Ensure that what is being printed is what you have reviewed and approved within your own workflow
- ▶ The key result of the IntelliTrax system's high speed performance is faster makeready. And with the industry trend toward shorter press runs, the time gained by reducing makeready will ensure faster turnaround on press runs, saving you time and money.
- ▶ IntelliTrax offers extensive data collection capabilities and standard reporting. This means that your printer can show you how they are adhering to standards and maintaining your brand color

Who should use: Printers



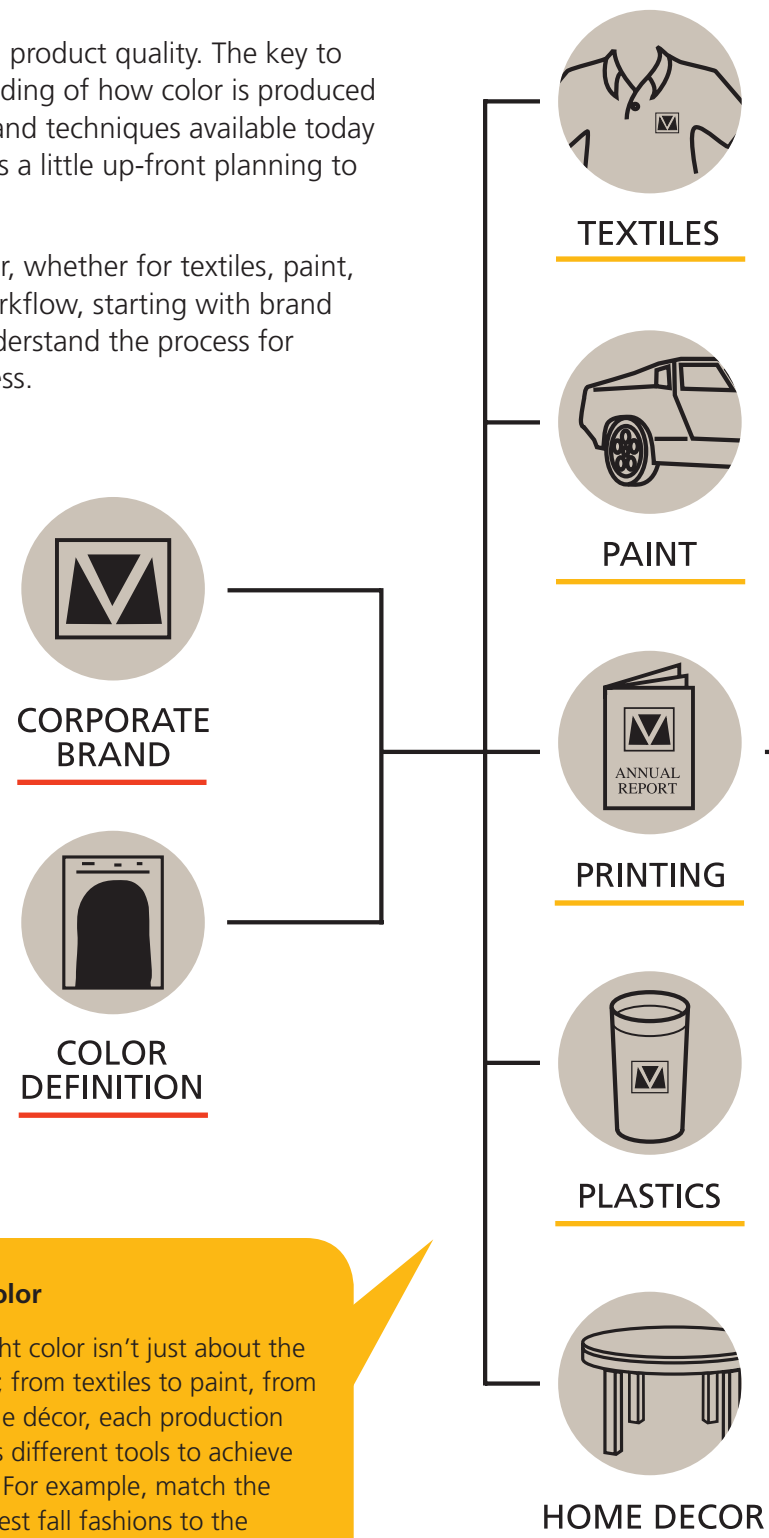
Driving Business Performance Through Color

Flawless color is an integral component of overall product quality. The key to getting the right colors begins with an understanding of how color is produced throughout the workflow. There are many tools and techniques available today to help you achieve what you desire. All it takes is a little up-front planning to achieve top-quality results.

There are many different ways of controlling color, whether for textiles, paint, plastics, home décor or printing. The printing workflow, starting with brand color definition, is described here to help you understand the process for getting the results you want in the printing process.

Brand and Color Definition
 “Identify your color model, understand how the colors will be used and define your color based on the capabilities and limitations of your devices.”

A World of Color
 “Getting the right color isn’t just about the printed output; from textiles to paint, from plastics to home décor, each production method utilizes different tools to achieve accurate color. For example, match the color of the latest fall fashions to the printed catalog.”



Photography and Illustration
 “Photography and commercial illustrations are frequently used in print production. Your partners must both know your production methods and use tools to color manage their environments to ensure their outputs fit within your intended color space.”

Design
 “Design assembles components into an integrated production ready piece. Different color spaces and numerous publication methods may prompt files to be left in RGB format until output. Color management processes ensure the job matches the desired color space no matter the output format.”

SOFT PROOF **REMOTE PROOFS**

Soft Proofing
 “Without color management the color on your screen may not be reproducible on press. With color management tools, soft proofing becomes a simple and accurate process. Monitor calibration produces accurate color on the screen, reducing the need for multiple hard copy proofs.”

Digital Printing
 “With the proper application of color management, digital presses come very close to the quality and color of traditional presses. They are ideal for short-runs of four-color work that require turnaround and flexibility. When planning work that will be printed (either digital or traditional) understand the capabilities of your printer in order to enable your design to reproduce accurately.”

Plate Making
 “A job ready to be run on press is first imaged on plates. Plates are imaged with halftone dots and when printed on paper tend to grow and spread which can cause the appearance of a color shift. It is imperative that a proper plate process control solution be utilized to ensure the image will appear as intended.”

Hard Copy Proofing
 “Hard copy output from digital proofing devices produces an image that represents the results that can be produced on press. To ensure an accurate print output, color management should be applied at both the proofing and platemaking stages.”

Printing
 “Modern printing consists of many variables that can affect the accuracy and color of the final product. Additionally, there are different methods of printing that can affect the available color space. To get an accurate color match printers utilize color management tools such as densitometers and spectrophotometers.”

Packaging
 “It is said that the way a product is packaged may be more important to the success of a product than the product itself. As a result, accurate color is a must whether it’s corrugated, plastic, metal or tag and labels. Packaging color must be right each time, every time. Starting with a good digital file and insisting on standard color process control methods from your suppliers is the key to achieving consistent color.”