

2016



Making A Future
with Color Management

THE INTERNATIONAL CONFERENCE

NPES-ICC COLOR MANAGEMENT | 2016

MARCH 17, 2016 • JAKARTA, INDONESIA • POLIMEDIA AUDITORIUM



The Power Of Marketing With **COLOR**

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Konica Minolta Business Solutions Asia Pte Ltd
GTM Program Manager

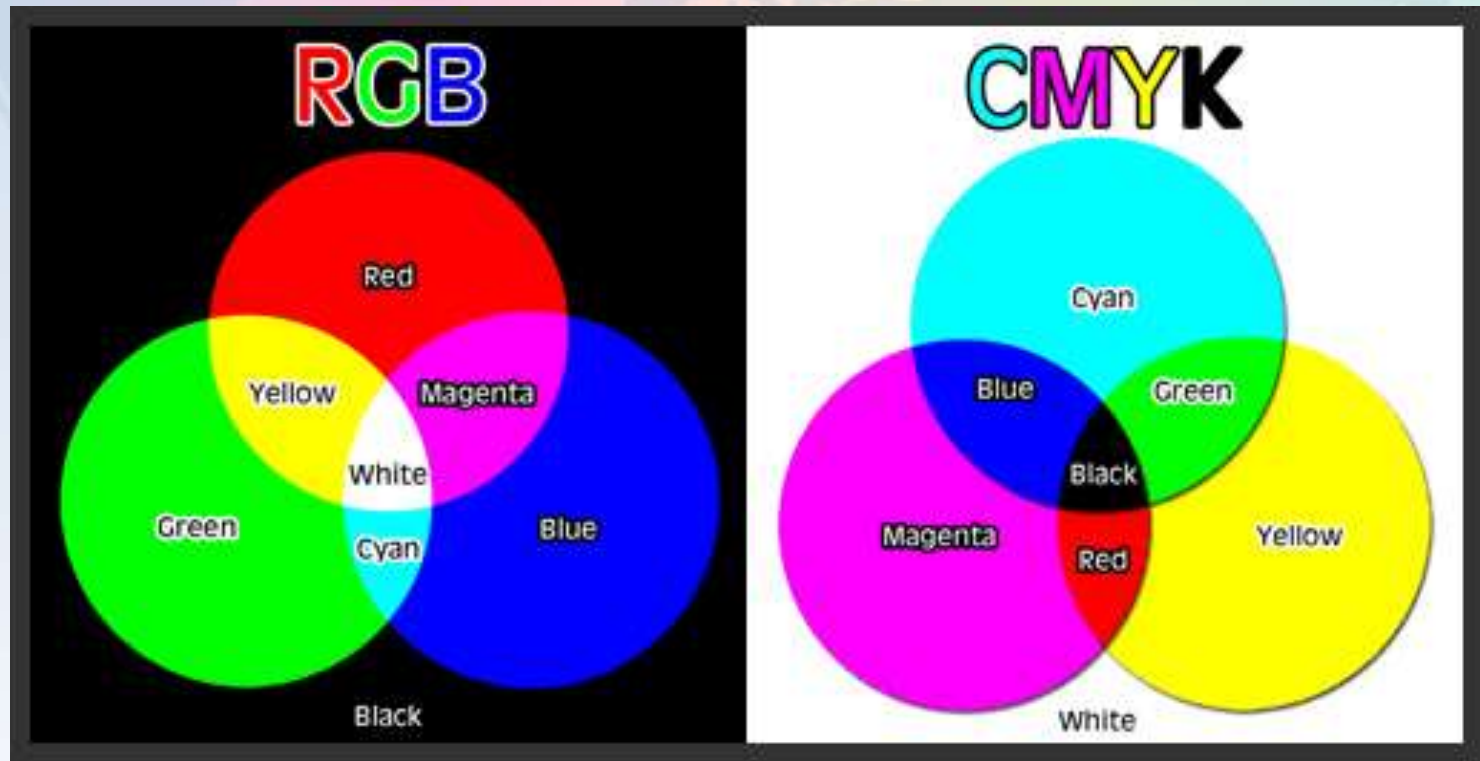


KNOWING THE WHAT

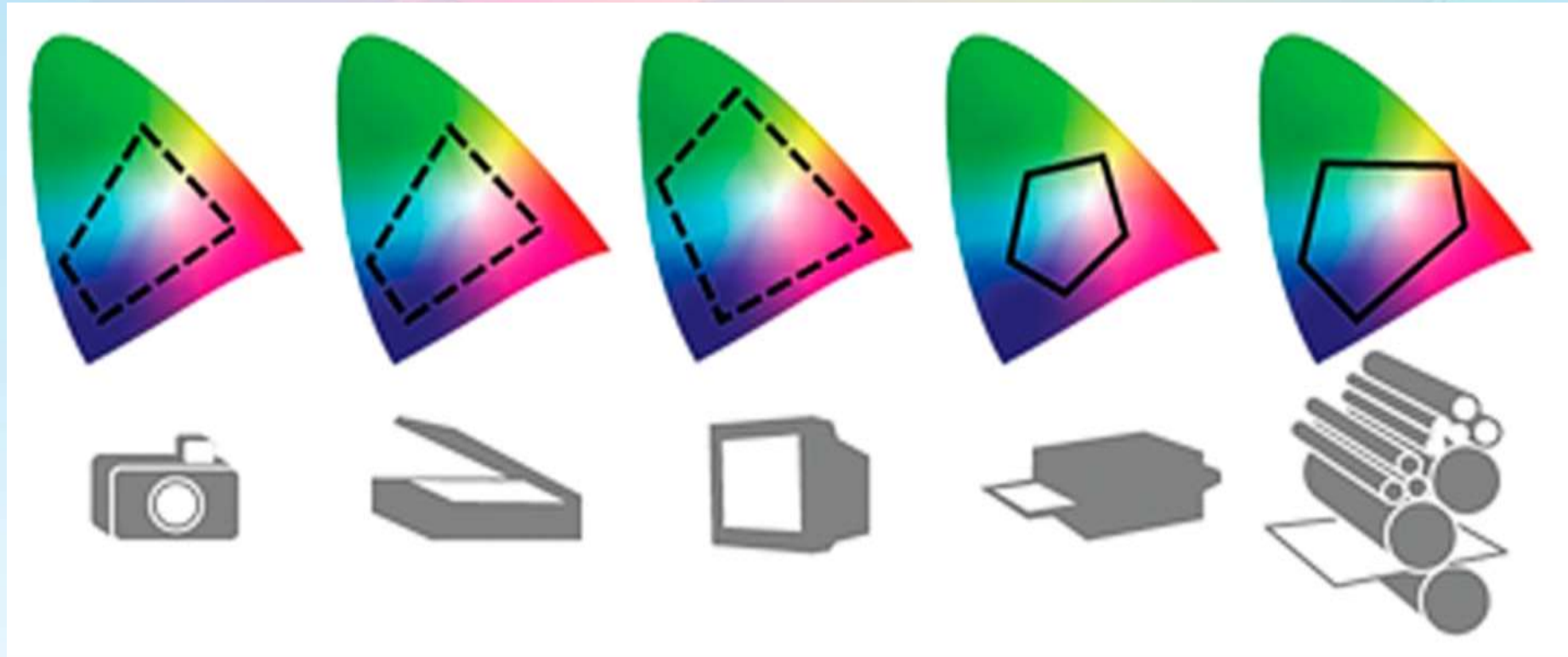
KNOWING THE HOW

TIME TO KNOW THE **WHY**

KNOWING THE WHAT



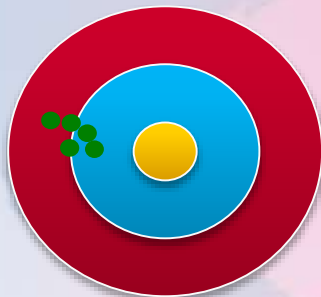
KNOWING THE WHAT



Different devices produce different colour gamut

KNOWING THE WHAT

Calibrated

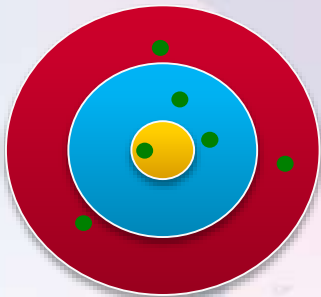


Consistent, but not
Accurate Color



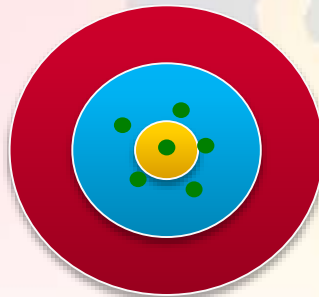
Consistent, and
Accurate Color

Un Calibrated



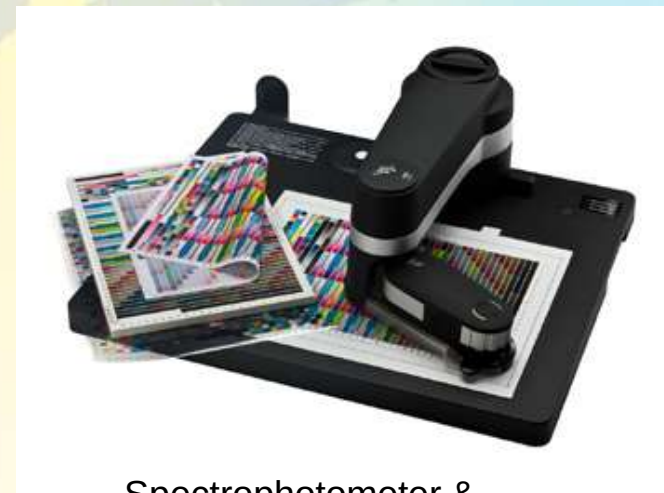
Neither consistent nor
Accurate Color

Un Profiled



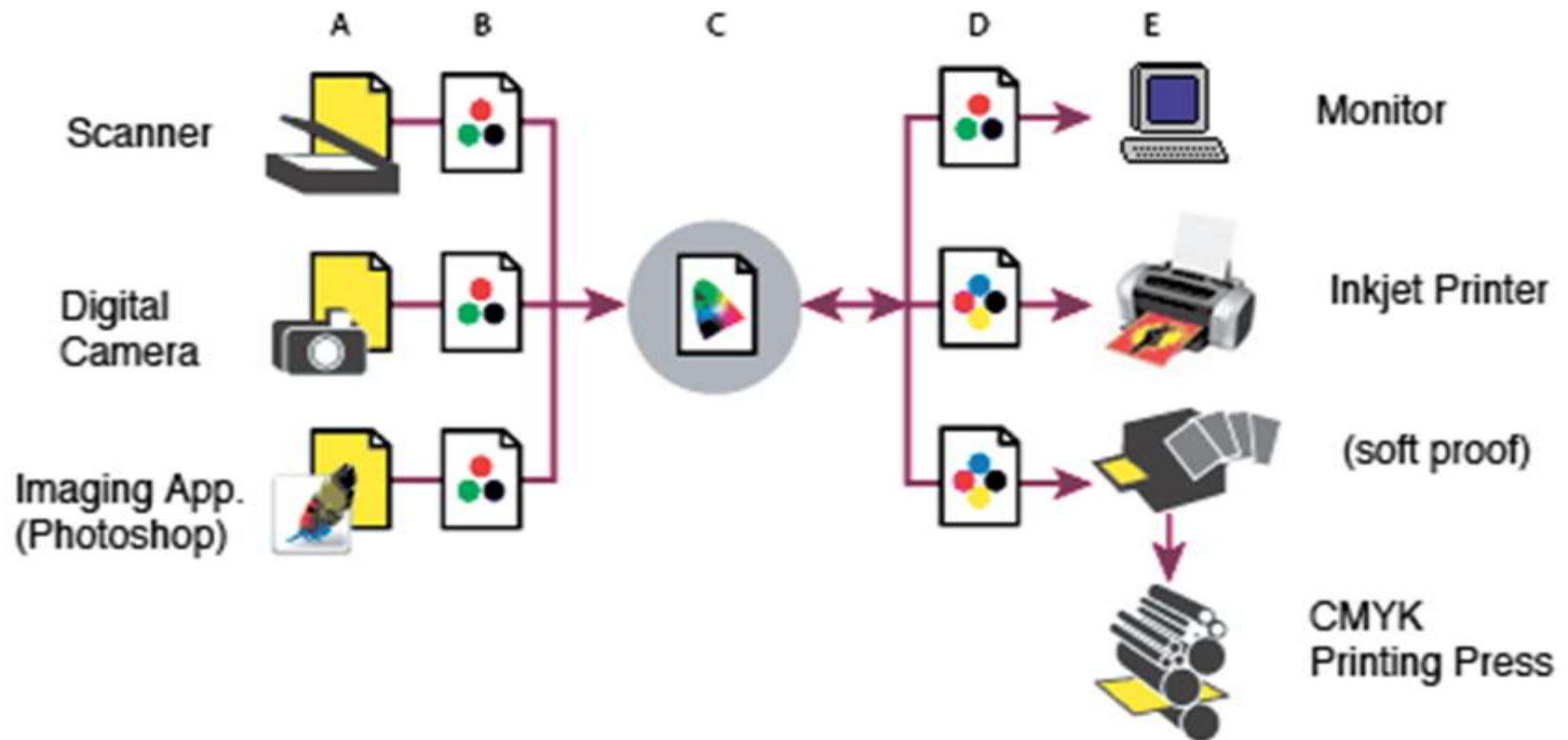
Accurate on average,
not consistent

Profiled

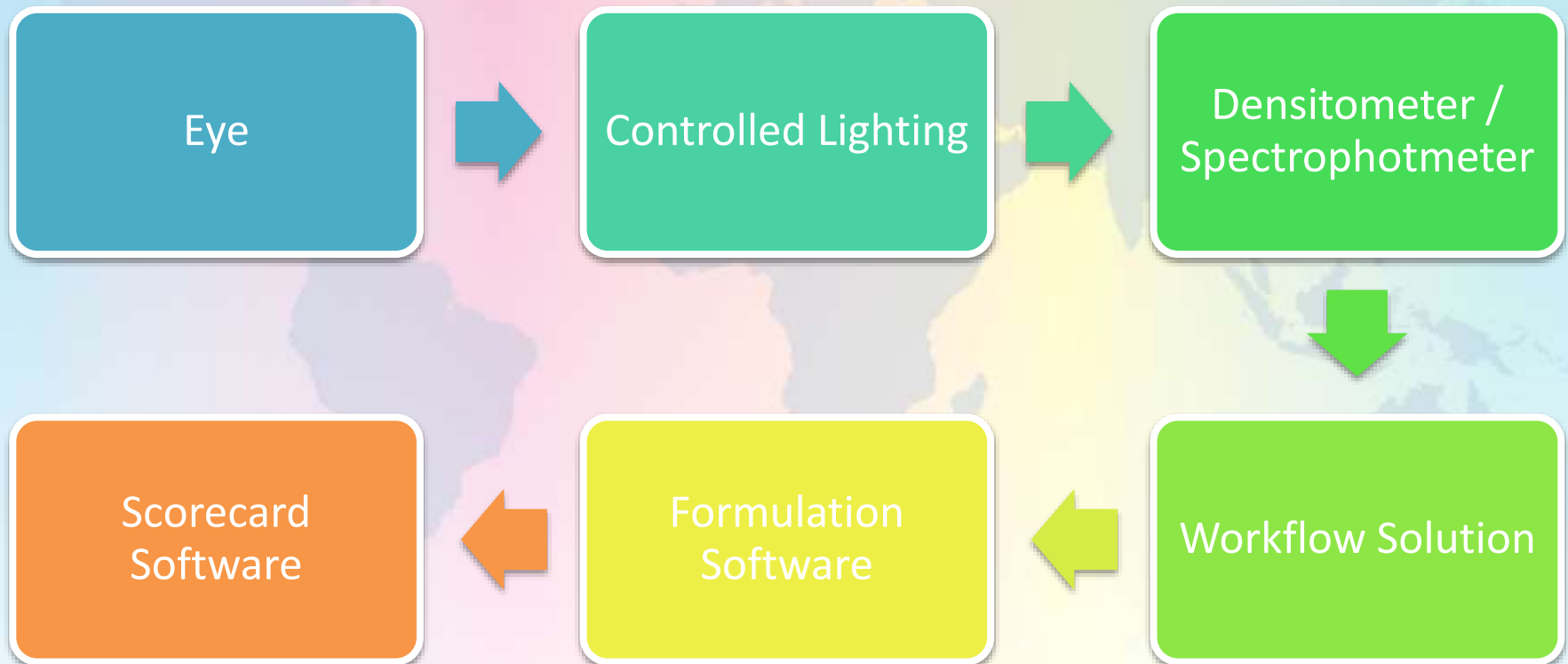


Spectrophotometer &
Measurement chart

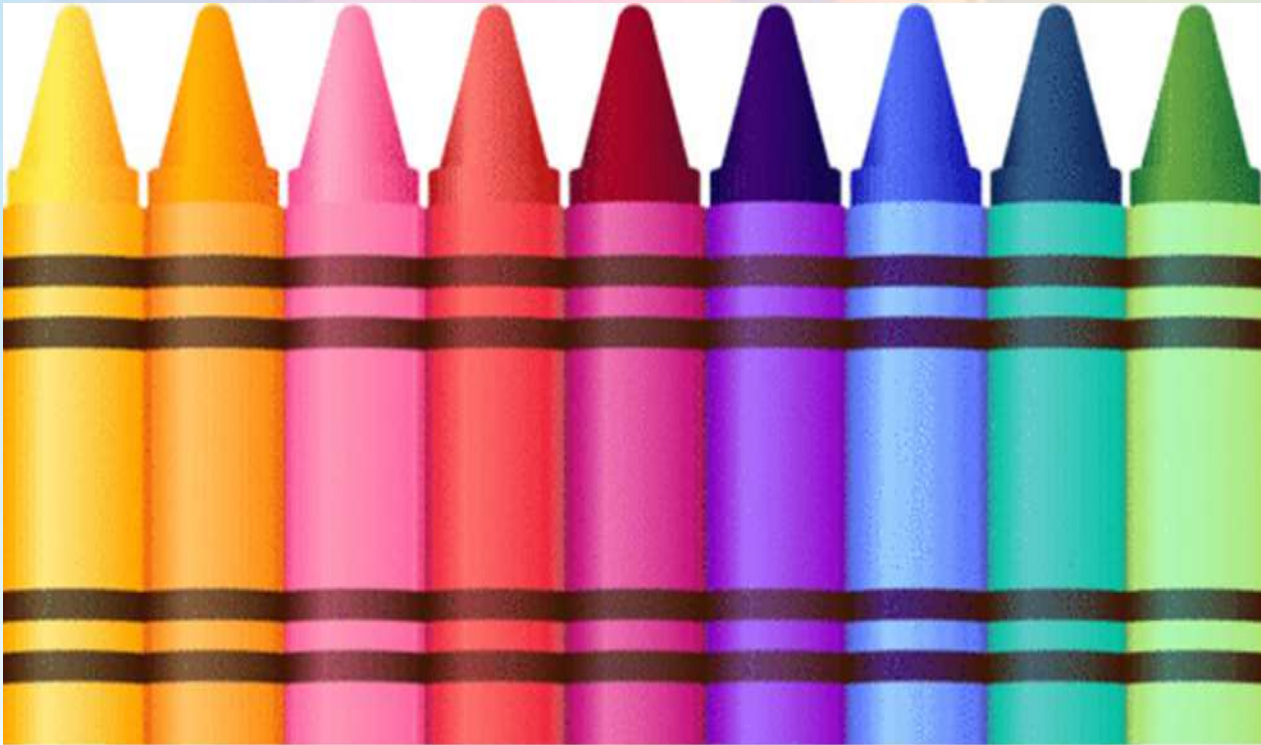
KNOWING THE HOW



KNOWING THE HOW

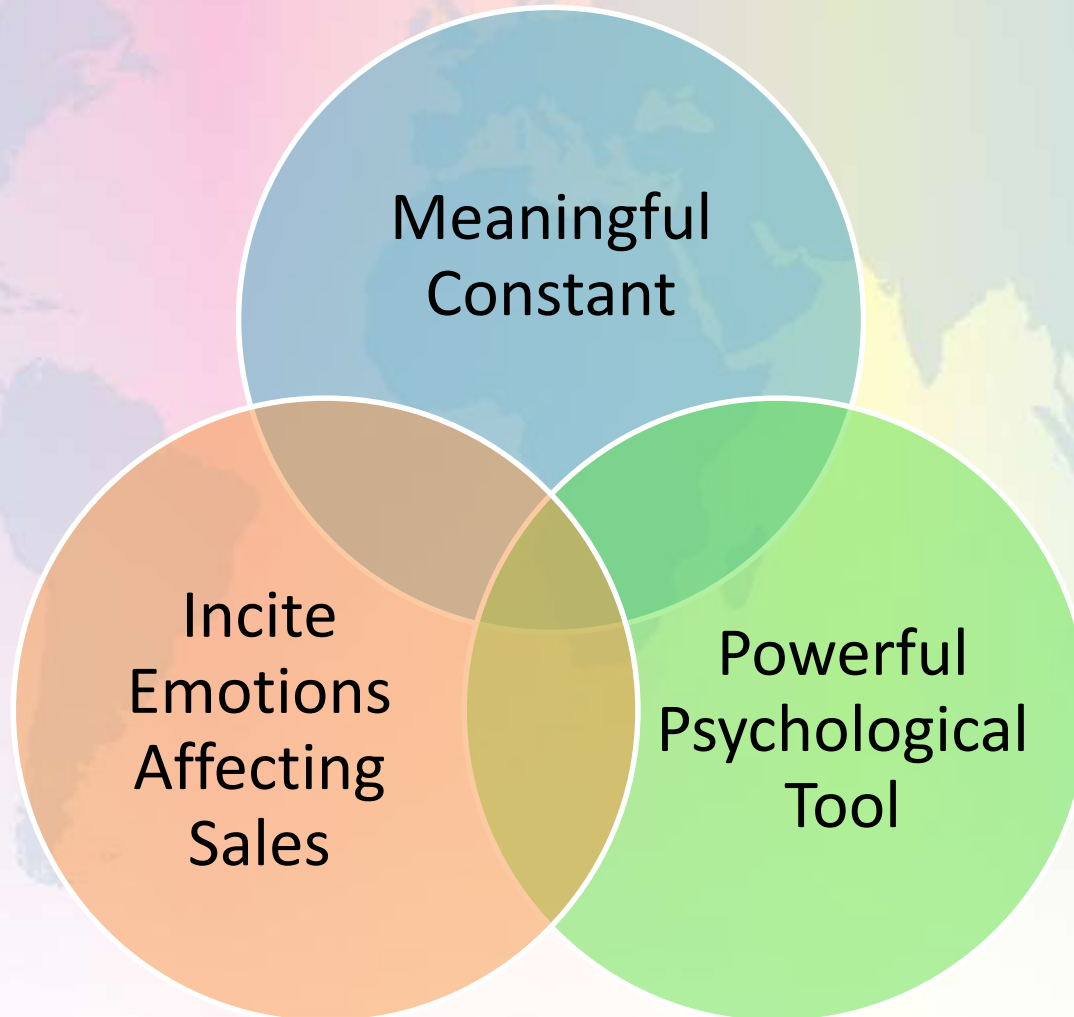


TIME TO KNOW THE **WHY**

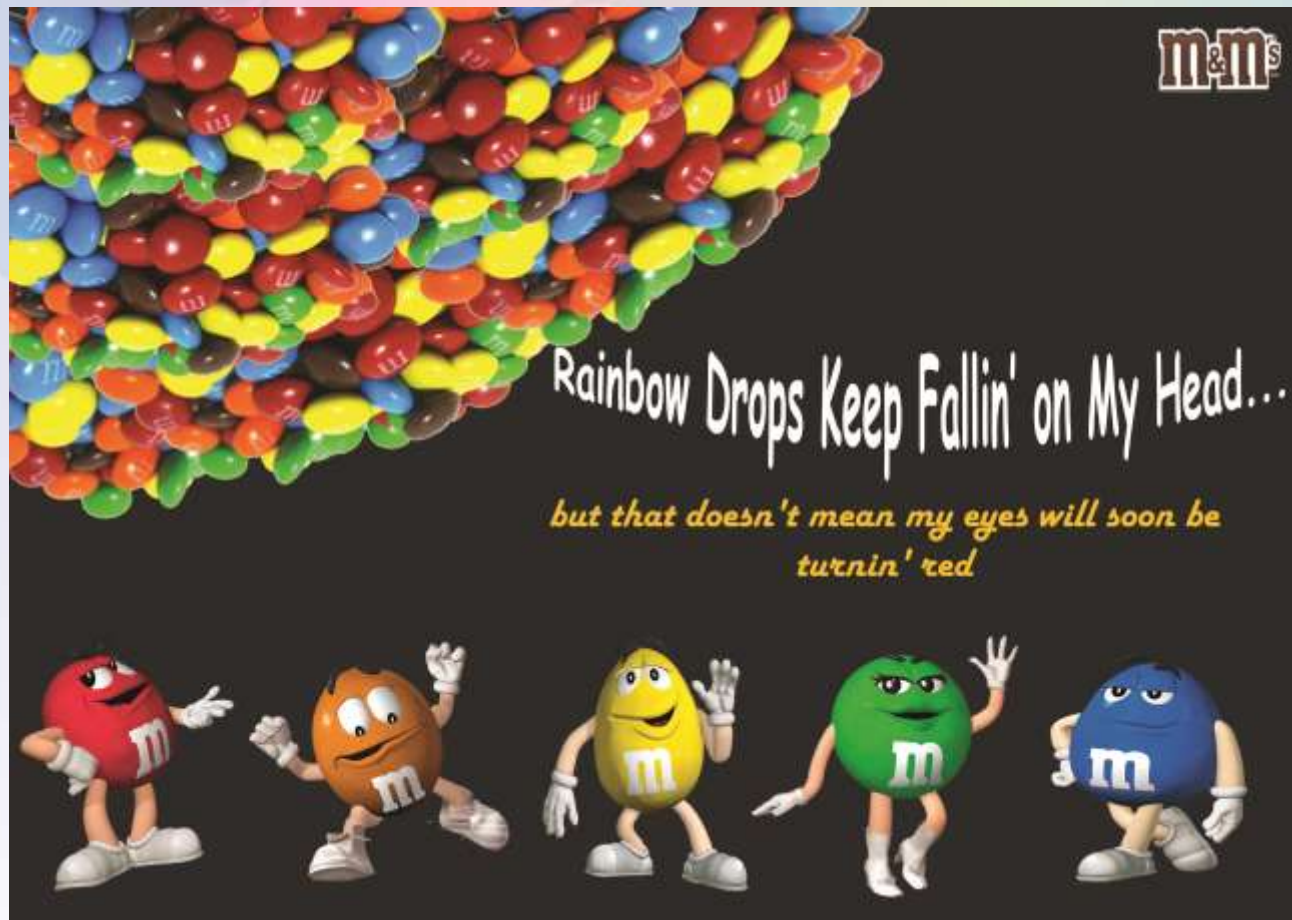


Digital Gamut:
A larger box of crayons

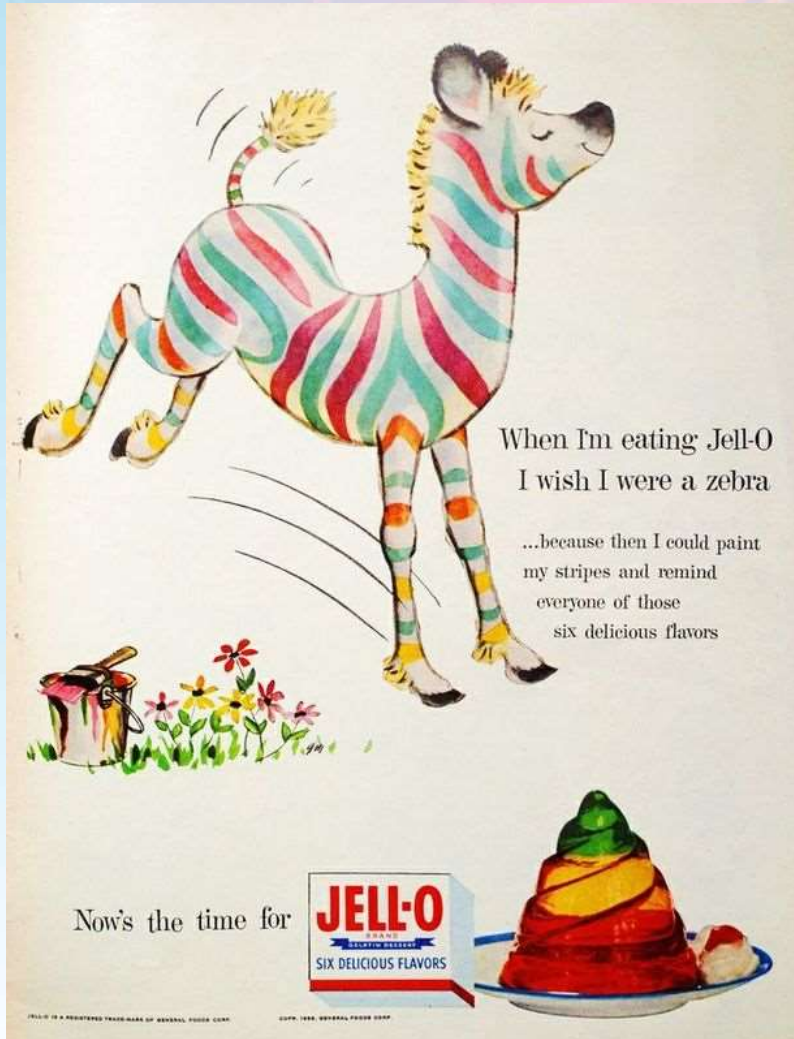
TIME TO KNOW THE **WHY**



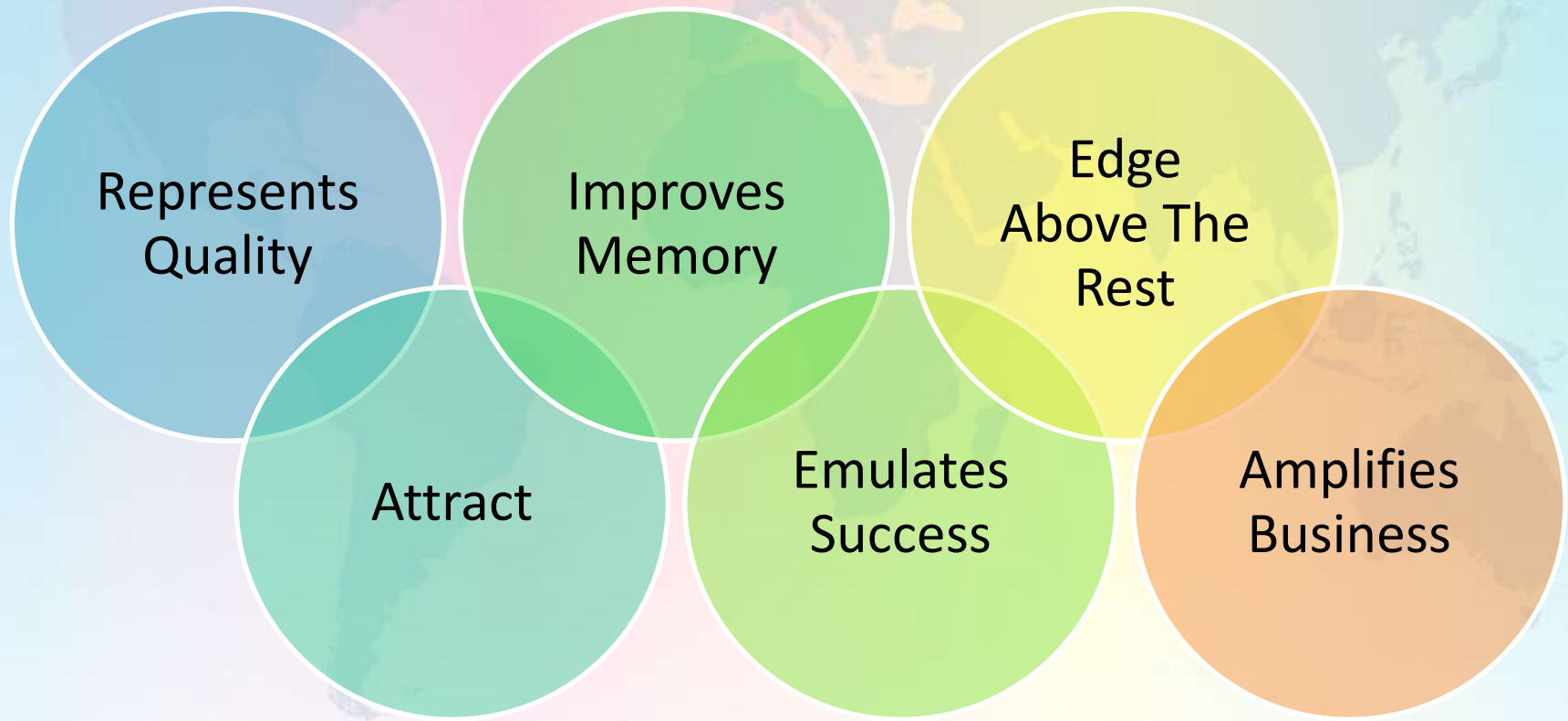
TIME TO KNOW THE WHY



TIME TO KNOW THE WHY



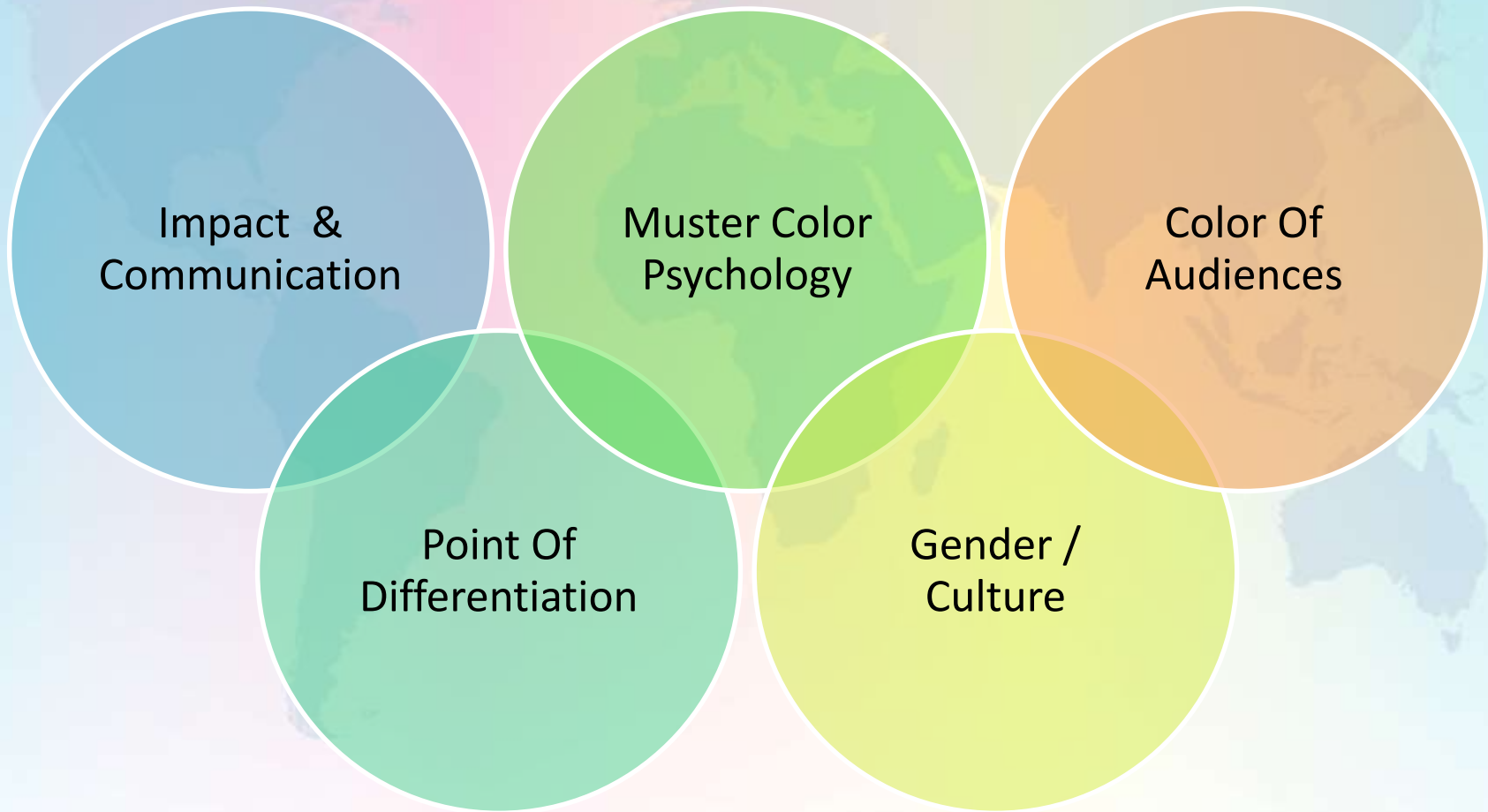
TIME TO KNOW THE **WHY**



TIME TO KNOW THE WHY



TIME TO KNOW THE **WHY**



A world map is centered in the background, rendered in a light blue-grey color. Overlaid on the map is a horizontal rainbow gradient that transitions from blue on the left, through purple, pink, orange, and yellow, to a light green on the right. The text "THANK YOU" is centered over the map.

THANK YOU