

CREATING FUTURE PRINT THROUGH TECHNOLOGY AND INNOVATION



PRINT BUSINESS OUTLOOK CONFERENCE 2016

March 15, 2016
Mumbai, India



COLOR MANAGEMENT IN THE POST-DIGITAL AGE

PRACTICAL PHILOSOPHY FOR THE PRUDENT PRINTER

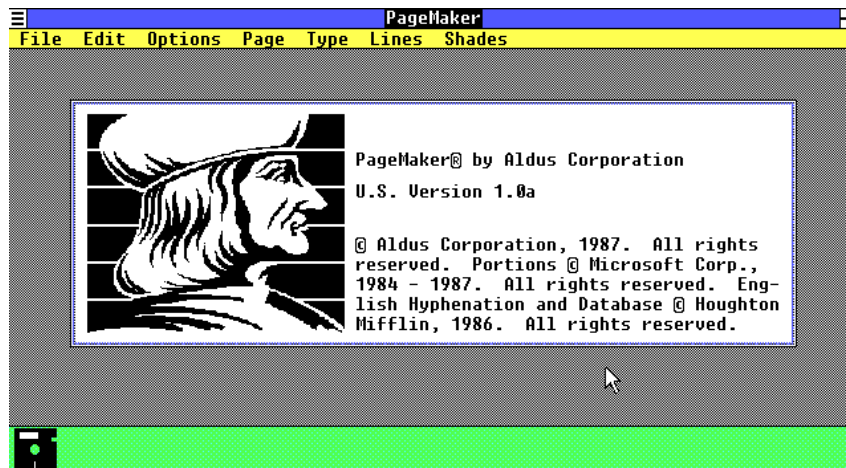
William Li
Color Technology Manager, Kodak
ICC Co-Chair



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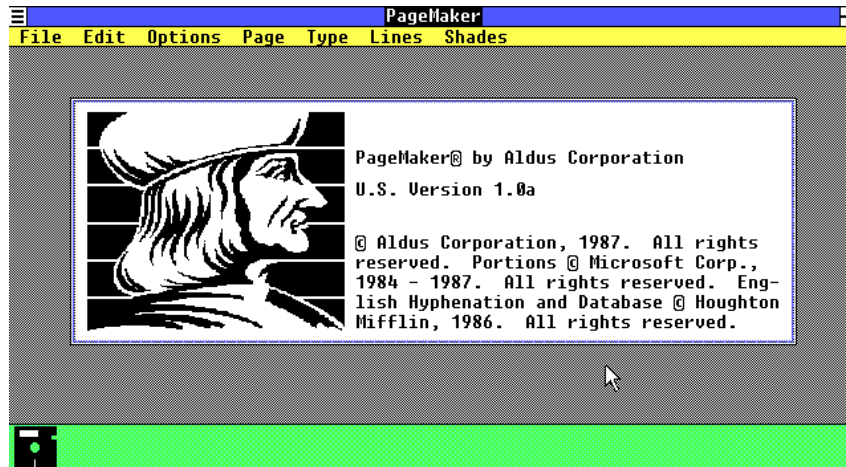
First Digital Age: WYSIWYG

- **What You See Is (sort of) What You Get**
 - Desktop publishing = Democratization of Prepress
 - Aldus PageMaker through to Adobe CS



~~First~~ Second Digital Age: WYSIWYG

- **What You See Is (sort of) What You Get**
 - Desktop publishing = Democratization of Prepress
 - Aldus PageMaker through to Adobe CS



First Digital Age: Digital Scanning

- **Crosfield, ICG, Howtek, Scanview, Hell**
 - Input
 - Color separation to CMYK
 - Semi-managed color



Zeroth Age: WYGIWYG

- **What You Get is What You Get**



Second Digital Age Revisited

- **Computer-to-Plate**
- **CIP3, CIP4**
- **Predictable output**



Third Digital Age: Workflow Color Management

- **Scitex Trans/4**
- **Apple ColorSync**
- **International Color Consortium**
- **Adobe Photoshop (CS...)**

- **Many to Many**



Review the Connections

Design

Enable (Prepress)

Produce (Print)



Review the Connections (0): WYGIWYG

Design



Enable (Prepress)



Produce (Print)



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Review the Connections (1): Classic Digital

Design



Enable (Prepress)



Produce (Print)



Review the Connections (2)

Design



Enable (Prepress)



Produce (Print)



Review the Connections (2): More Input

Design



Enable (Prepress)



Produce (Print)



Review the Connections (2): More Input

Design



Enable (Prepress)



Produce (Print)



Review the Connections (3): Many-to-Many

Design



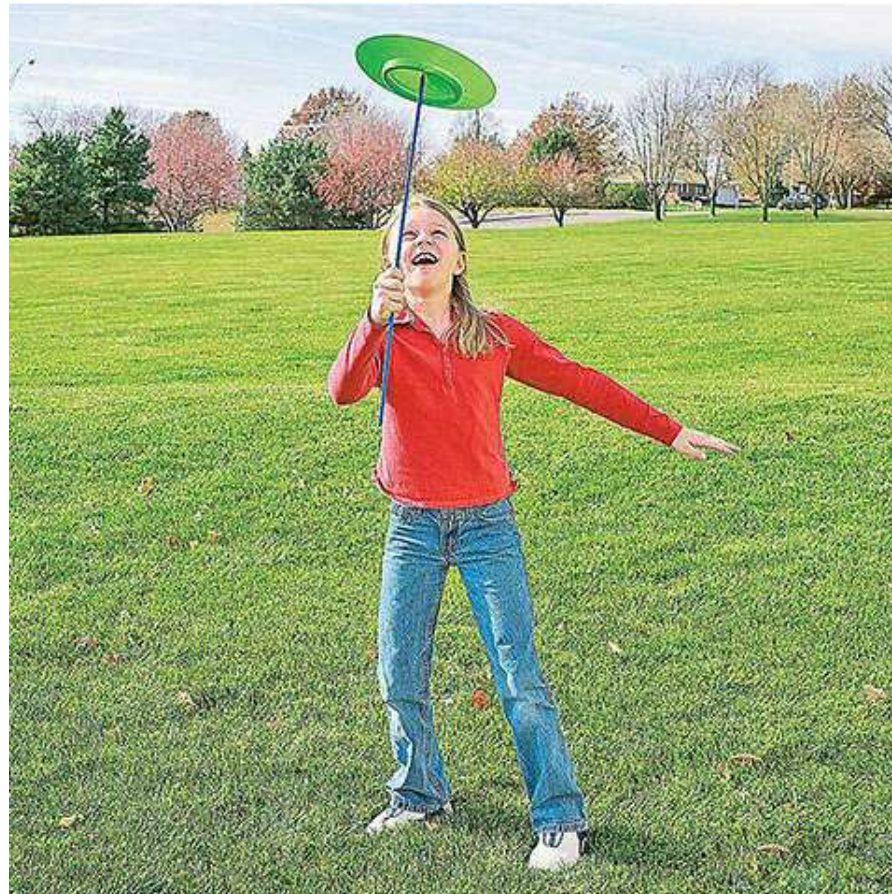
Enable (Prepress)



Produce (Print)



Many Spinning Plates



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Many Spinning Plates



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Many Spinning Plates



One Spinning Plate



Print as Manufacturing



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Print as Manufacturing



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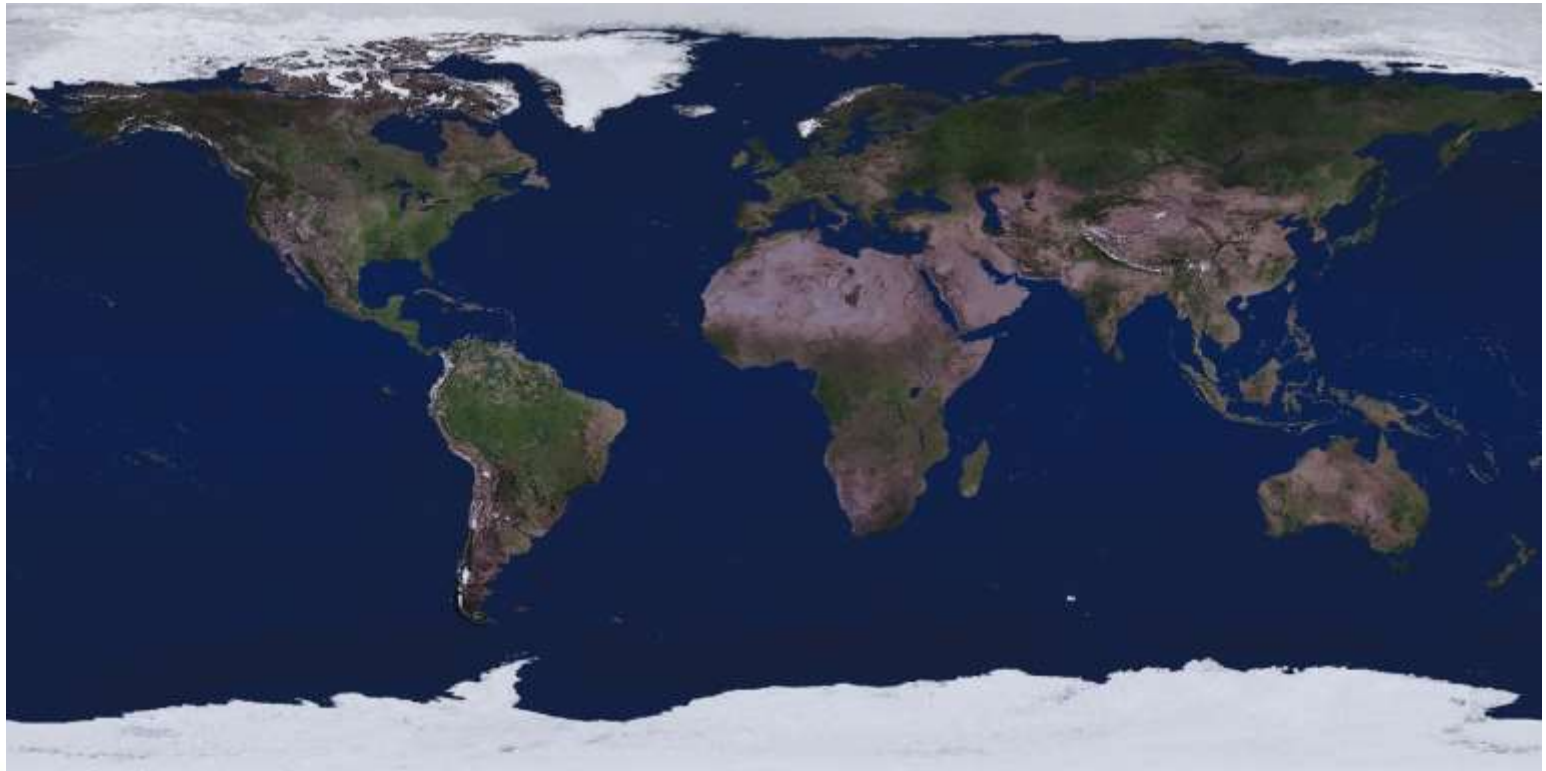
Standards and Color Management



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PSO or G7?

- Why not both?



Production-Design: Earth and Sky



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Production-Design: Earth and Sky



Press-Prepress Gap vs. Design



Earth and Sky

- **Sky:**
 - Imagination: What Could Be
- **Earth:**
 - Limitations: What Can Be



Perspective



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Where Next?



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What's Behind You?



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Thank You

Questions?



Kodak

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