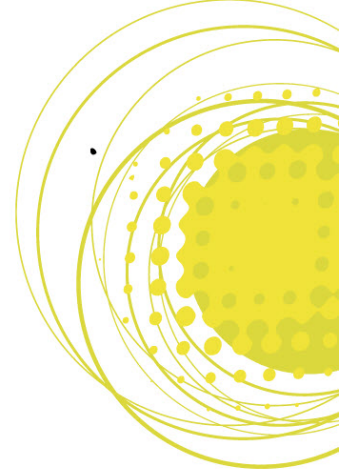
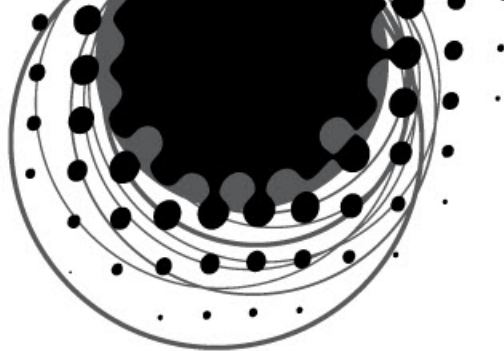




The International Color Consortium (ICC)

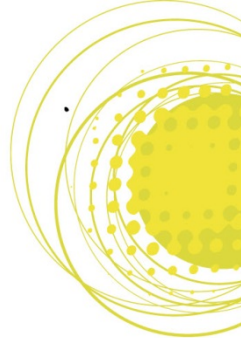
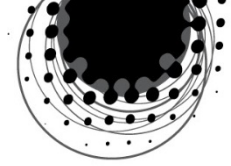
William Li
Kodak

February 12, 2015 • India Expo Centre • Greater Noida, Delhi NCR



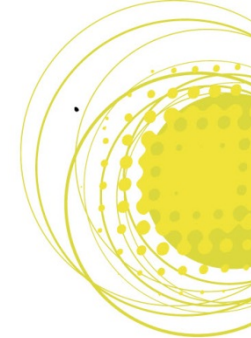
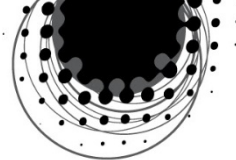
Kodak





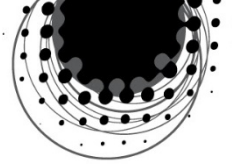
Me? Manage Color?



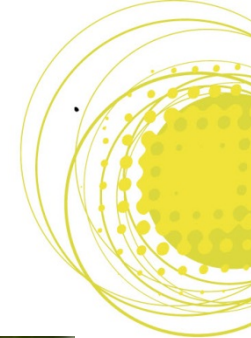
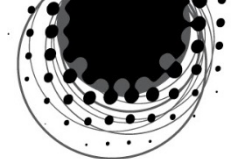


Kodak



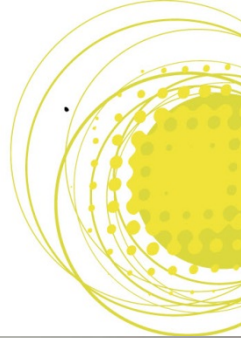
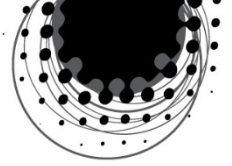






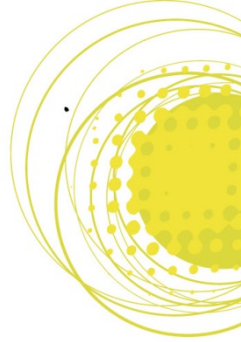
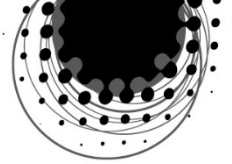
Motivation





Color Matters

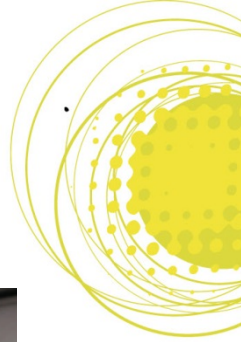
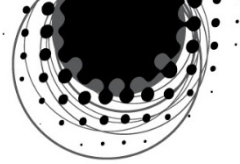




Communication

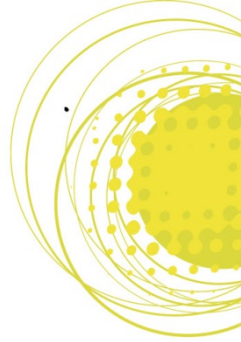
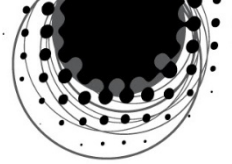
- \$1B USD: Cost of returned Internet items due to “wrong color”





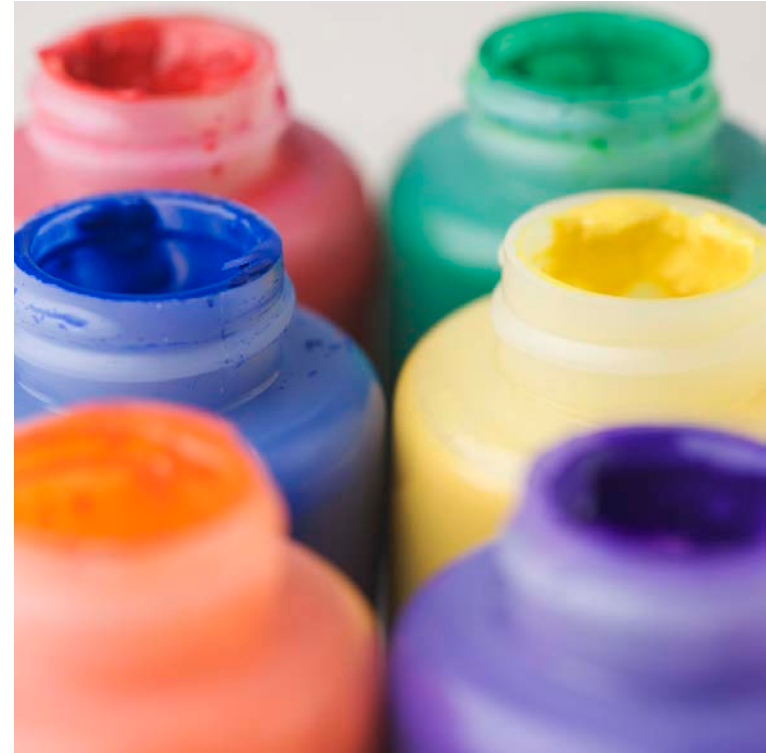
The Key





Decisions

- Manage to proof
- Manage to standard
- Manage to press
- (Don't manage?)





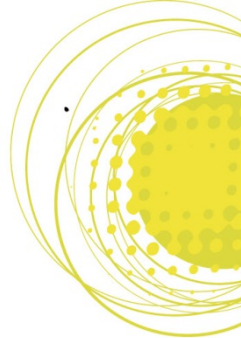
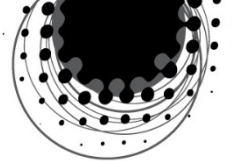
The ICC – That's Not Cricket



*International
Cricket Council*



Kodak



ICC Initial Membership

Founders:

Adobe Systems Incorporated

Agfa-Gevaert N.V.

Apple Computer, Inc.

Eastman Kodak Company

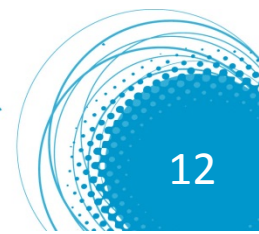
FOGRA-Institute (Honorary)

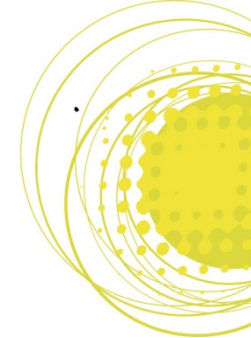
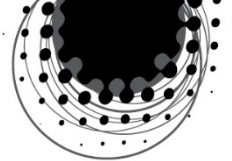
Microsoft Corporation

Silicon Graphics Inc.

Sun Microsystems, Inc.

Taligent, Inc.





ICC Initial Membership

Founders:

Adobe Systems Incorporated

Agfa-Gevaert N.V.

Apple Computer, Inc.

Eastman Kodak Company

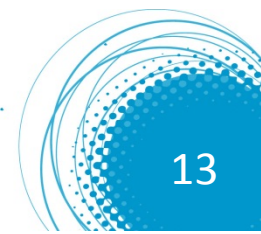
FOGRA-Institute (Honorary)

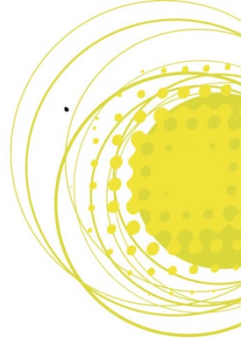
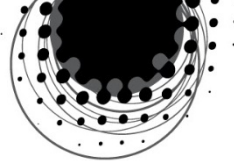
Microsoft Corporation

Silicon Graphics Inc.

Sun Microsystems, Inc.

Taligent, Inc.



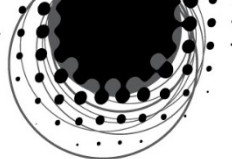


ICC Today

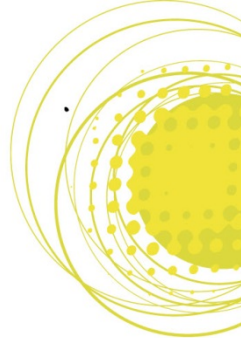
Today: 58 members

Goal: Create, promote and encourage evolution of an open, vendor-neutral, cross-platform colour management system architecture and components





The ICC is truly international!



- 23 member companies from the USA
- 17 member companies from Europe
- 18 member companies from Asia-Pacific



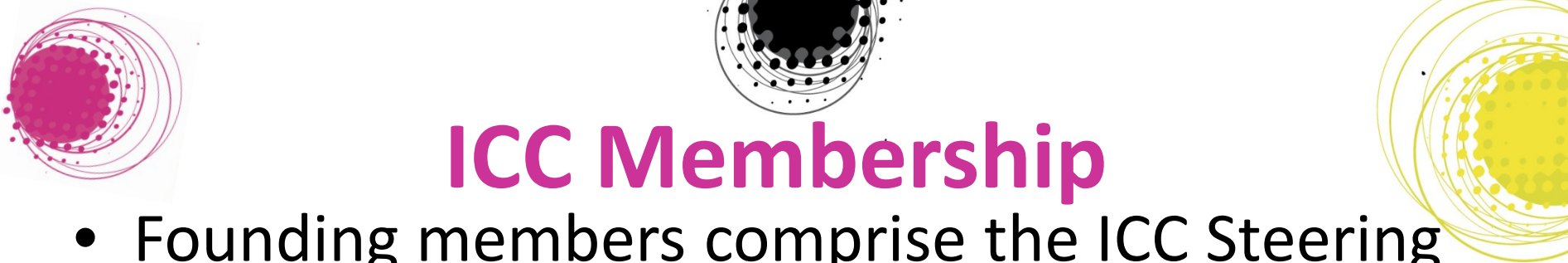


Benefits of ICC Membership

- *Participation* in the on-going development of the ICC Profile Format Specification
- *Advanced notice* of future changes to the ICC Profile Format Specification
- *Networking* with world renowned color scientists
- *Recognition* of your company's support for the advancement of color management

**Complete membership documents are available at
www.color.org**

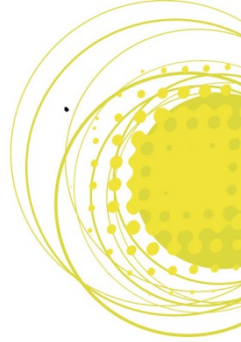
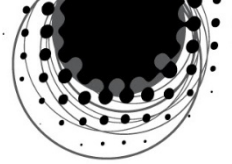




ICC Membership

- Founding members comprise the ICC Steering Committee together with an additional 8 members.
- Currently 58 members from all areas of the imaging and computer industry.

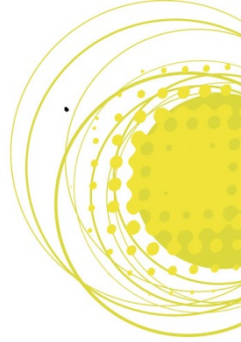
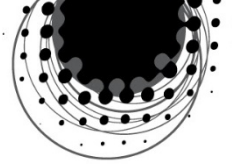




ICC Activities

- ISO standardization
 - ISO 15076: ICC v4
 - ISO 18619: BPC
 - iccMAX
- Graphic Arts
- Medical Imaging

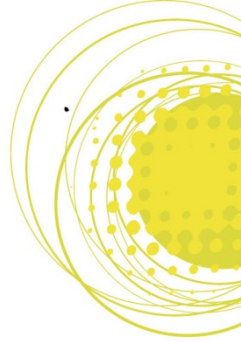
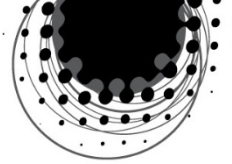




Today's Conference

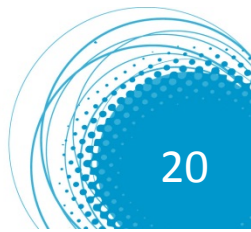
- Business of Color Management
 - Steve Smiley: Standards for Specifying Print
 - Greg Wuenstel: ROI of Automating Color Management on Press for Packaging Systems
 - Pancham Kumar: Color Tools for Customer Success
- Implementation of Color Management
- Real World Applications of Color Management
- Technology of Color Management

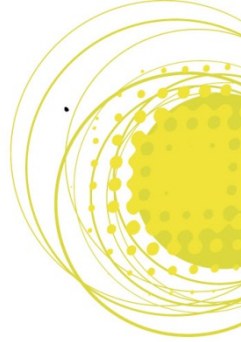
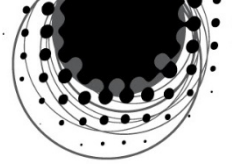




Today's Conference

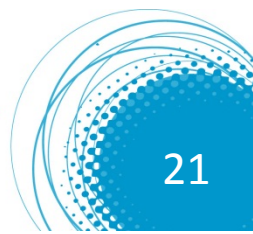
- Business of Color Management
- Implementation of Color Management
 - Bob Hallam: Color Management: Capture to Consumer
 - Katsuji Kondo: Color Management in Digital Printing: Meeting Industry Standards
 - Elie Khoury: Standardized Workflow Requirements for Commercial and Packaging Printing
 - Simplify Color Using On Press Color Management
- Real World Applications of Color Management
- Technology of Color Management

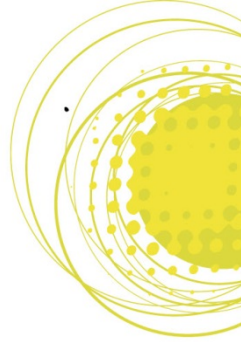
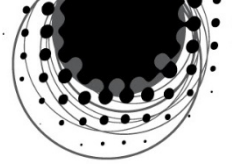




Today's Conference

- Business of Color Management
- Implementation of Color Management
- Real World Applications of Color Management
 - Rob Meijer: Printing House Roelofs Innovates in Color and Print
 - Tarun Chopra: Standardization in Print & Application of ICC Profiles
 - Sundar Moorthi Muthu: Importance of Color Consistency for a Consumer Product Company
 - Chris Bai: ICC Experience from a Recently-Joined Member
 - Abhay Sharma: Color Measurement and Instruments
- Technology of Color Management





Today's Conference

- Business of Color Management
- Implementation of Color Management
- Real World Applications of Color Management
- Technology of Color Management
 - B.S. Kampani: Emerging Trends & Issues in Packaging
 - Juergen Seitz: The Perfect Separation: How Far GCR Supports Printing Quality
 - R.P. Lakshmivenkatraman: The Hindu Case Study
 - Susheel George: Malayala Manorama Case Study
 - Snehasis Chandra Roy: ABP Case Study
 - Nilay Patel & Prashant Amritwar: Times of India Case Study
 - Max Derhak: iccMAX for the Real World



Thanks to our Sponsors

