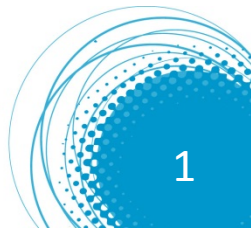
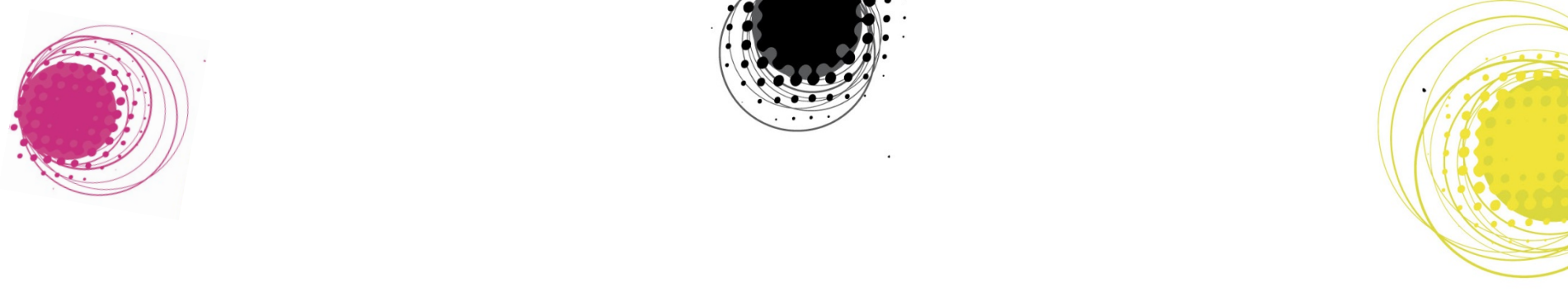


Simplify Colour using On Press Colour Management

Topics

1. On press colour management
2. Enhanced Productivity Mode



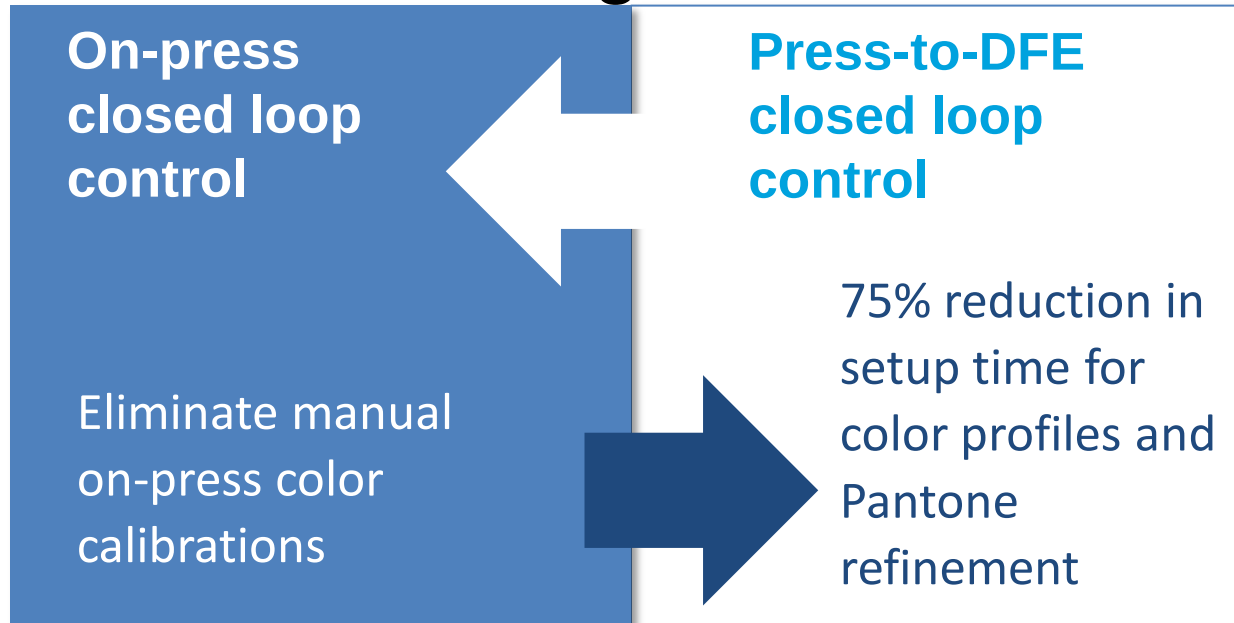


1. On press colour management





Simplify Colour using On Press Colour Management



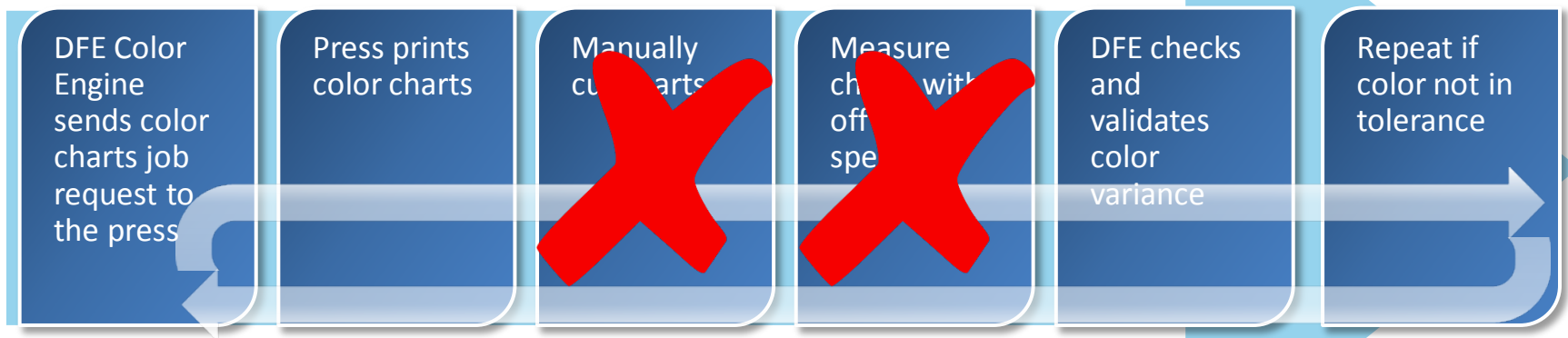
Hit even the toughest colors from the first label to the last – quickly and easily



Closed loop system: Press to DFE

75% reduction in setup time for color profiles and Pantone refinement

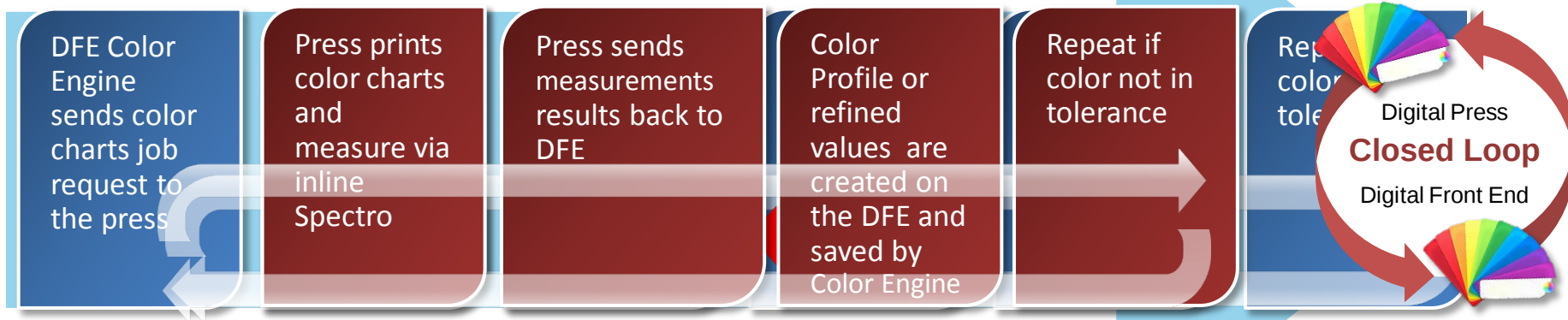
Future State

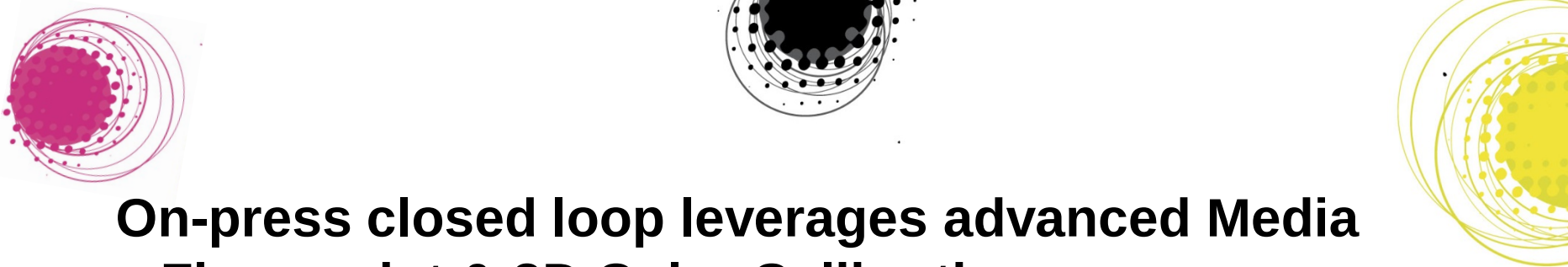


Closed loop system: Press to DFE

75% reduction in setup time for color profiles and Pantone refinement

Future State





On-press closed loop leverages advanced Media Fingerprint & 3D Color Calibration processes

Eliminate manual color calibrations and adjustments with on press Spectrophotometer

Print color patches and read using the new inline Spectrophotometer

Press generates a unique Media Fingerprint with the color characteristics of the media

The Media Fingerprint is stored for future use

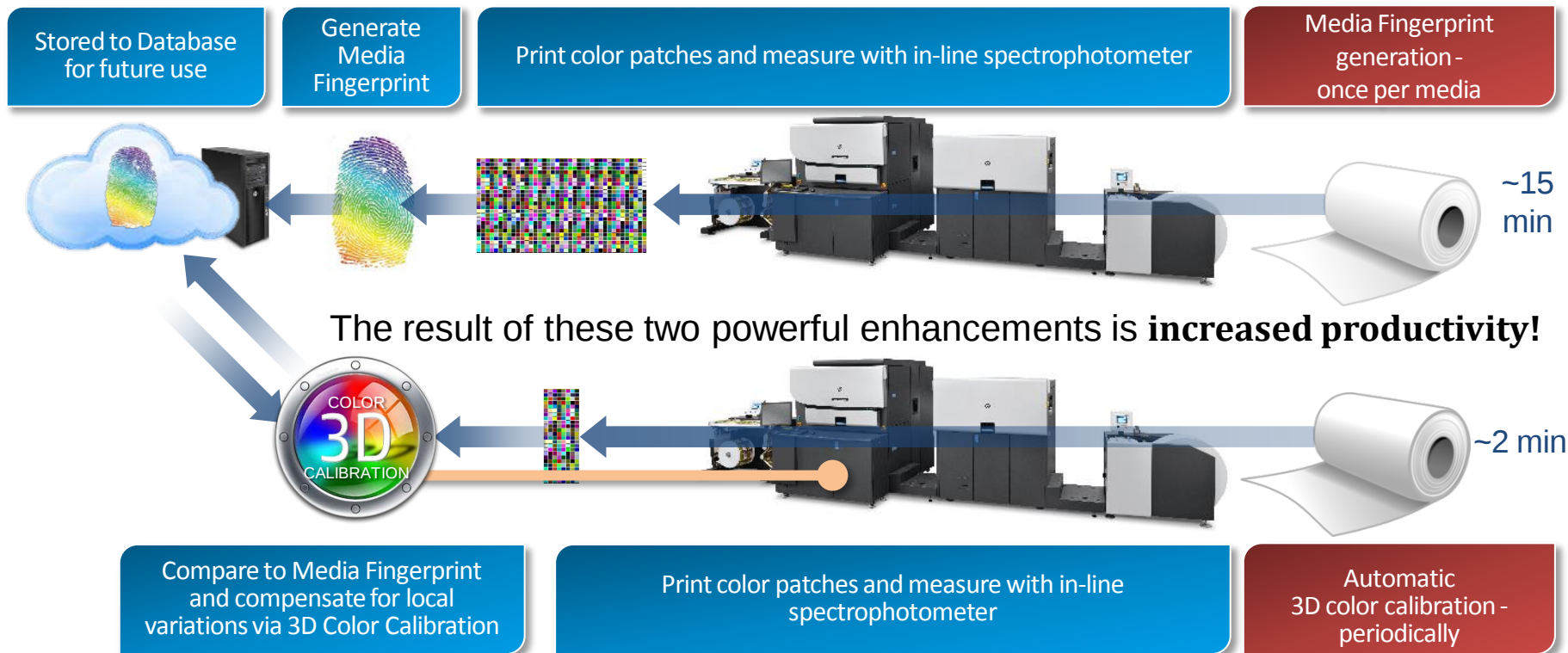
Whenever the defined substrate is used the specific Media Fingerprint is used in order to readjust the press to hit the right colors via 3D Color Calibration

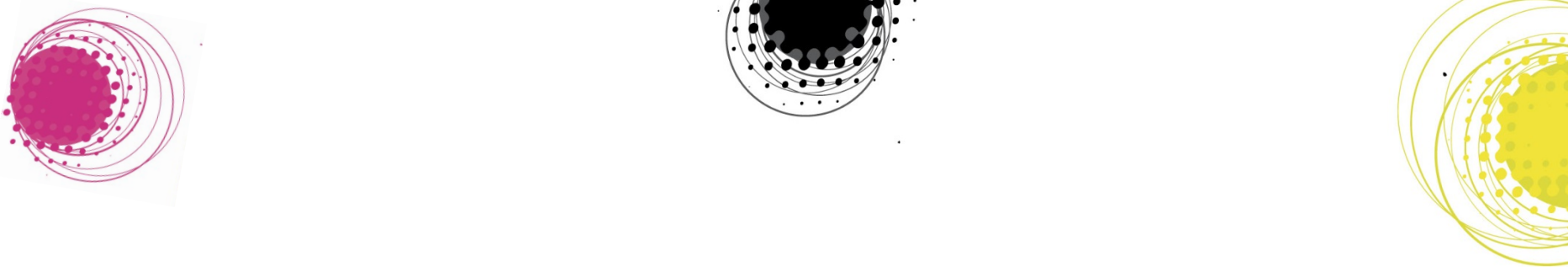


*3D Color Calibration process performs device link tables comparison between the different CMYK channels



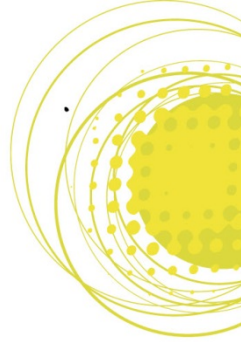
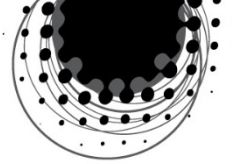
On-press closed loop flow





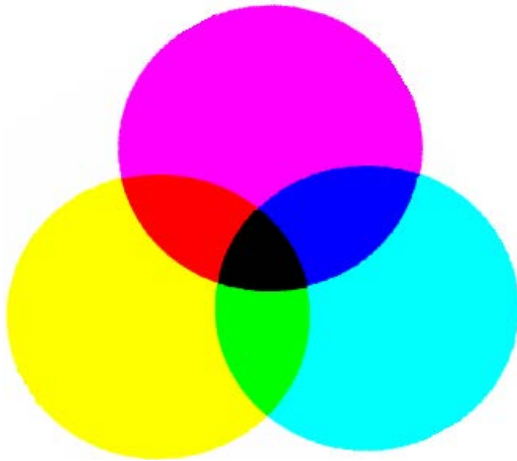
2. Enhanced Productivity Mode (EPM)





The EPM Mode

Subtractive colour mixing



- ✓ With HP electro Ink it is possible to get the black colour needed for most of the jobs.
- ✓ Getting the right black with just 3 primary colours is EPM

Why CMYK rather than CMY?

The 'K' factor

By merging the three primaries at 100% each black appears – but only in theory!

In reality no colorant is 100% pure and some light is reflected instead of being absorbed completely.

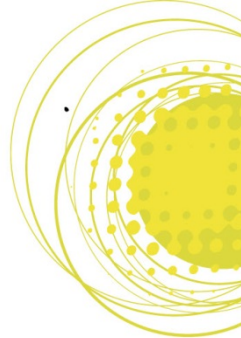
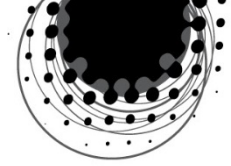
To make a printer capable to reproduce a solid black a 'key' colour (100% black) is added and used in every popular printing



Almost black
(HP Electro
ink)



Muddy brown
(typically ink)



Plug and EPM!

Advanced decision making tools for Enhanced Productivity Mode

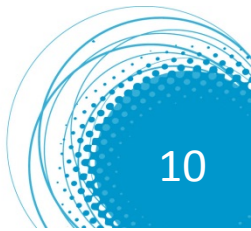
Better color accuracy on any substrate with new ink-set CMY for definition of customized EPM color strategies

NEW

Easier and advanced decision making process using new EPM viewer compare tool which compares ripped data of CMYK and EPM jobs for appearance assessment



NEW



Plug and EPM!

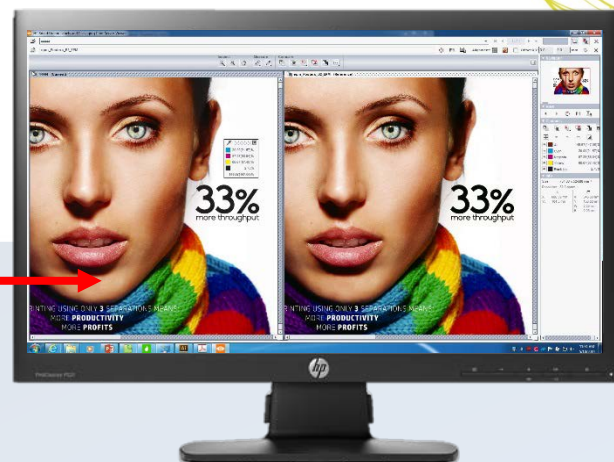
Advanced decision making tools for
Enhanced Productivity Mode

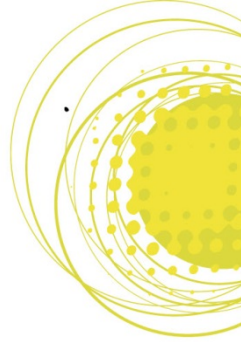
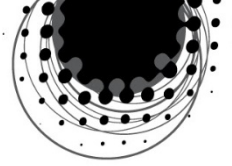
Compare EPM vs. CMYK

Better color accuracy
via new **NEW** CMY
for defini
customize
strategies on any
substrate

Easier and automated decision
making process using new EPM
viewer compare tool which
compare ripped data of
CMYK and EPM jobs for
appearance assessment

See actual separations

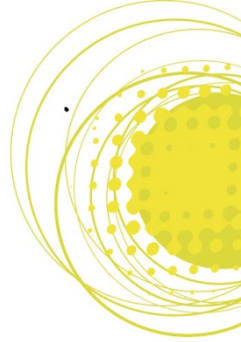
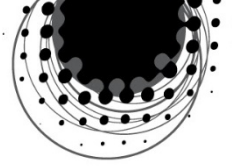




EPM Mode

- Increases productivity (More speed)
- Reduced cost





Thank You

