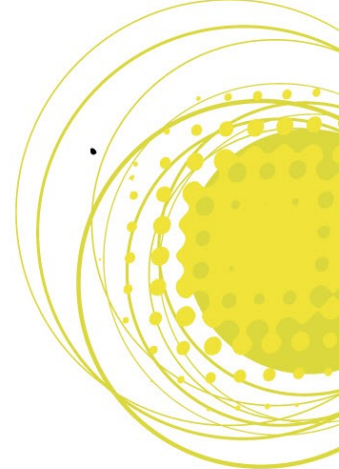
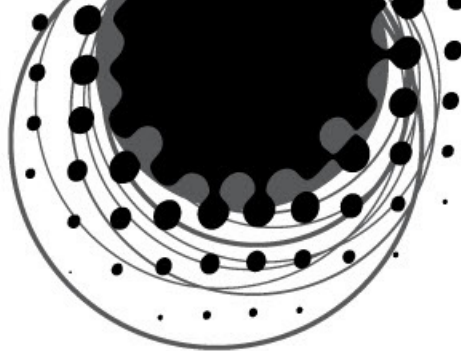
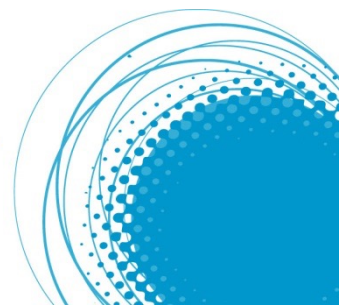


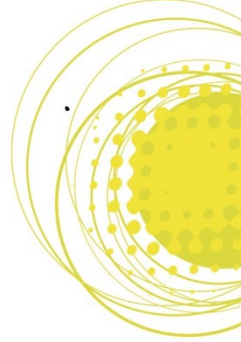
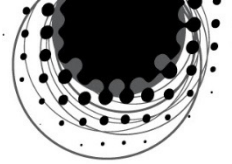


Standardization in Print & Application of ICC Profiles

Tarun Chopra
Color Dots Prepress Studio

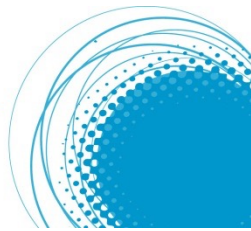
February 12, 2015 • India Expo Centre • Greater Noida, Delhi NCR

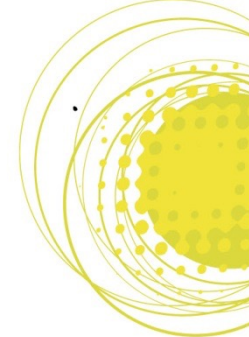
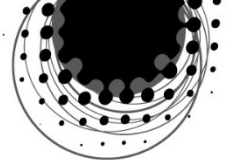




About Us:

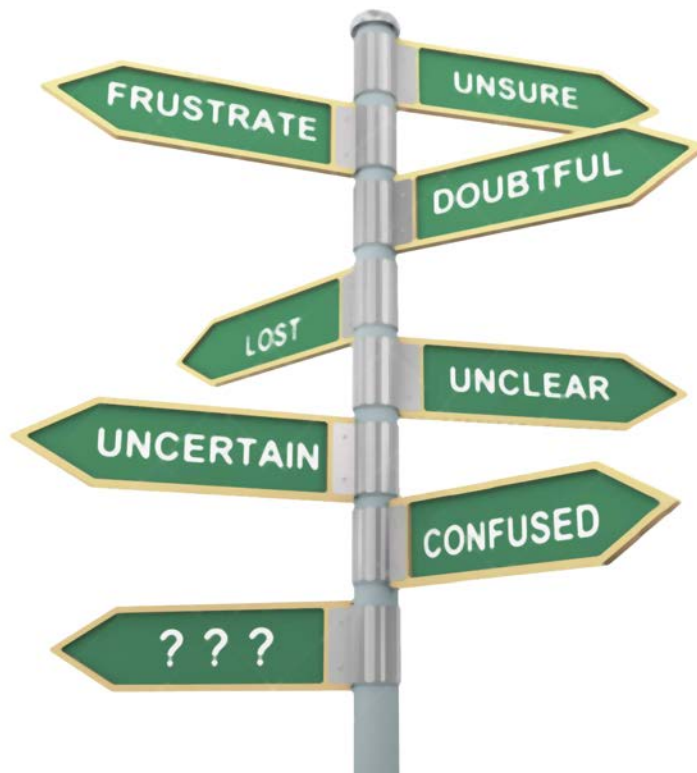
- **Color Dots Prepress Studio** is India 1st PSO compliant prepress service bureau
- **Colour Mechanics** is probably the only active consultant / training service provider in India for “**Print Standardisation**” we work together with **Ugra**
- We have done > 10 Training sessions in India
- We have setup > 30 printing facilities in India, Sri Lanka & Bangladesh





Why Standardise?

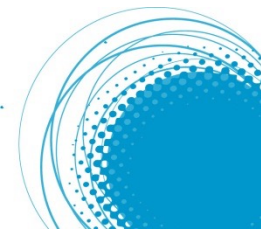
We have to understand an everyday situation of our industry:

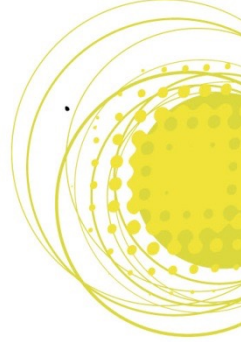
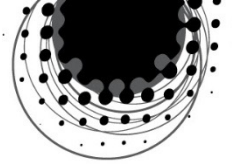


Result A



Result B





ICC Profiles:

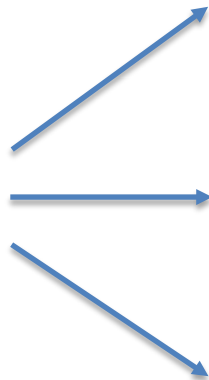
Which colour is correct?

C=30

M=100

Y=100

K=30



ISOcoated_v2_300_eci.icc

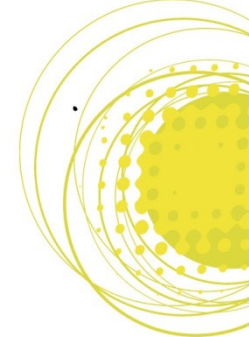
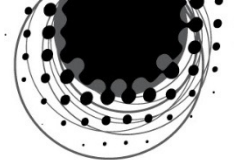


USSheetfedCoated.icc



JapanColor2001Coated.icc

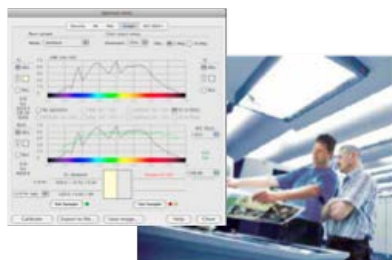




ICC Profiles:



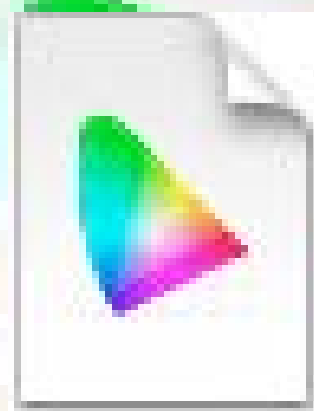
Data



Lighting



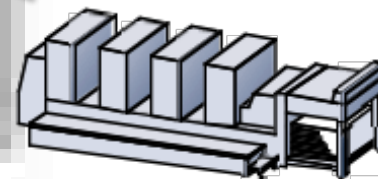
Monitor



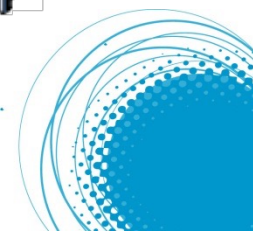
Target icc profile

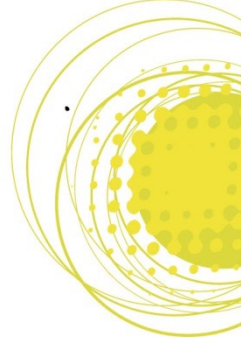
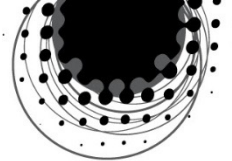


Proofing

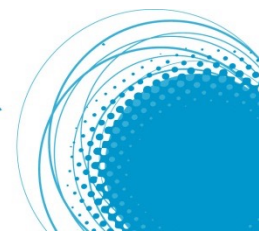


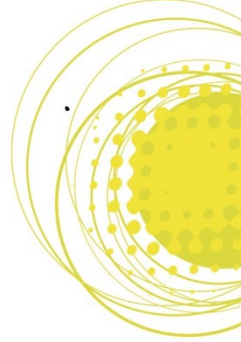
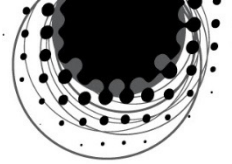
Printing





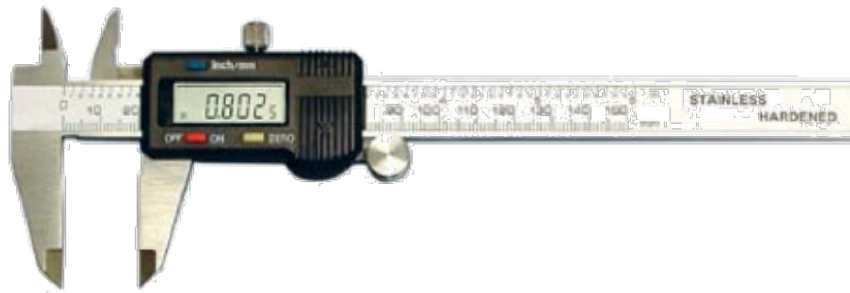
ICC Profiles & Software Setup:



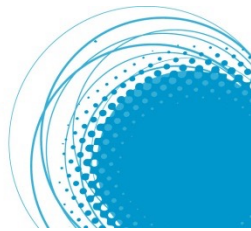


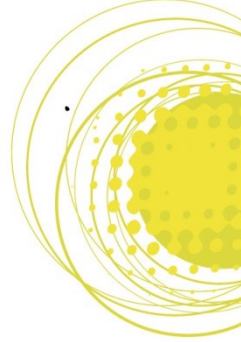
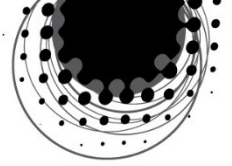
Why Standardisation?

Production engineers say for all the manufacturing processes:



“If you can measure it,
You can control it,
If you can control it,
You can reproduce it”





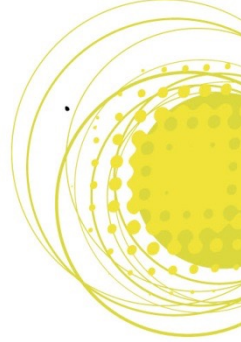
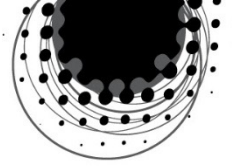
Does Standardisation Work?

To drive home a point, you have samples:

Printed on
Konica Minolta
Digital Press

Printed on
Offset Press





Thank you...

