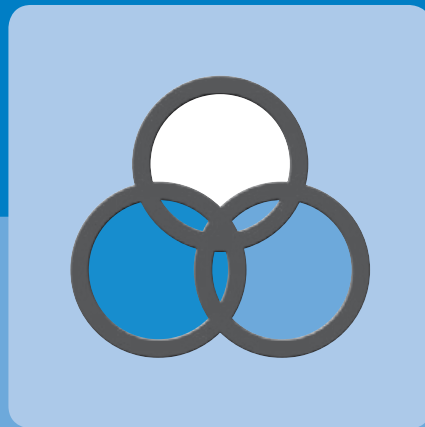


COLOUR MANAGEMENT

Characteristics

- Quality assurance
- Profile creation
- Profile evaluation



APPLICATIONS
**COLOUR
MANAGEMENT**



KONICA MINOLTA APPLICATIONS

FOCUS ON QUALITY IN COLOUR PRINTING

Colour quality is a key issue for digital print businesses. Your customers consider colour consistency one of their main criteria for buying prints; and almost half of all digital printers call colour matching their most difficult challenge. A colour management solution can help reduce possible problems and help to satisfy your customer expectations.

To ensure customer satisfaction and maximise your profitability:

- You want to be able to guarantee colour print quality with easy-to-use tools.
- You expect a professional colour management solution to deliver precise colour matching, even for novice operators, avoiding or at least minimising any learning curve.
- Just as vital for you is consistent colour reproduction over time. This is essential for reducing misprints and the need to reprint jobs.

If these issues are of concern to you, look no further and opt for a viable colour management solution from Konica Minolta that combines comprehensive quality assurance capabilities with simple profile making features. At the same time, you can rightfully expect straightforward and efficient profile editing and inspection.



TYPICAL CAPABILITIES AND WHAT THEY MEAN FOR YOU

▀ Quality assurance

To ensure a highly consistent print quality and the best possible print results at all times, quality targets are required for all printing devices. Quality assurance must follow the market-determined principles of quality control, and requires a deep understanding of device capabilities by the operator. Only in conjunction will these aspects enable continuous quality control, help to optimise colour prints, and guarantee authentic colour reproduction.

- ▶ The benefits of this approach to quality assurance are maximised efficiency for optimised budgets, and the emergence of new business opportunities.

▀ Profile creation

Consistent colour across output devices and industry standards as well as efficient colour management of monitors for soft proofing are necessary for the improvement of colour precision and accuracy. This has a direct bearing on matching the output of two printers, matching different industry standards, or matching initial proof and final production. Soft proofing minimises waste from reprinting and shortens job preparation times, while easy and automated tools increase throughput and enhance productivity.

- ▶ Digital printers benefit from getting more jobs into the shop, and generate more profit thanks to faster turnarounds.

▀ Profile evaluation

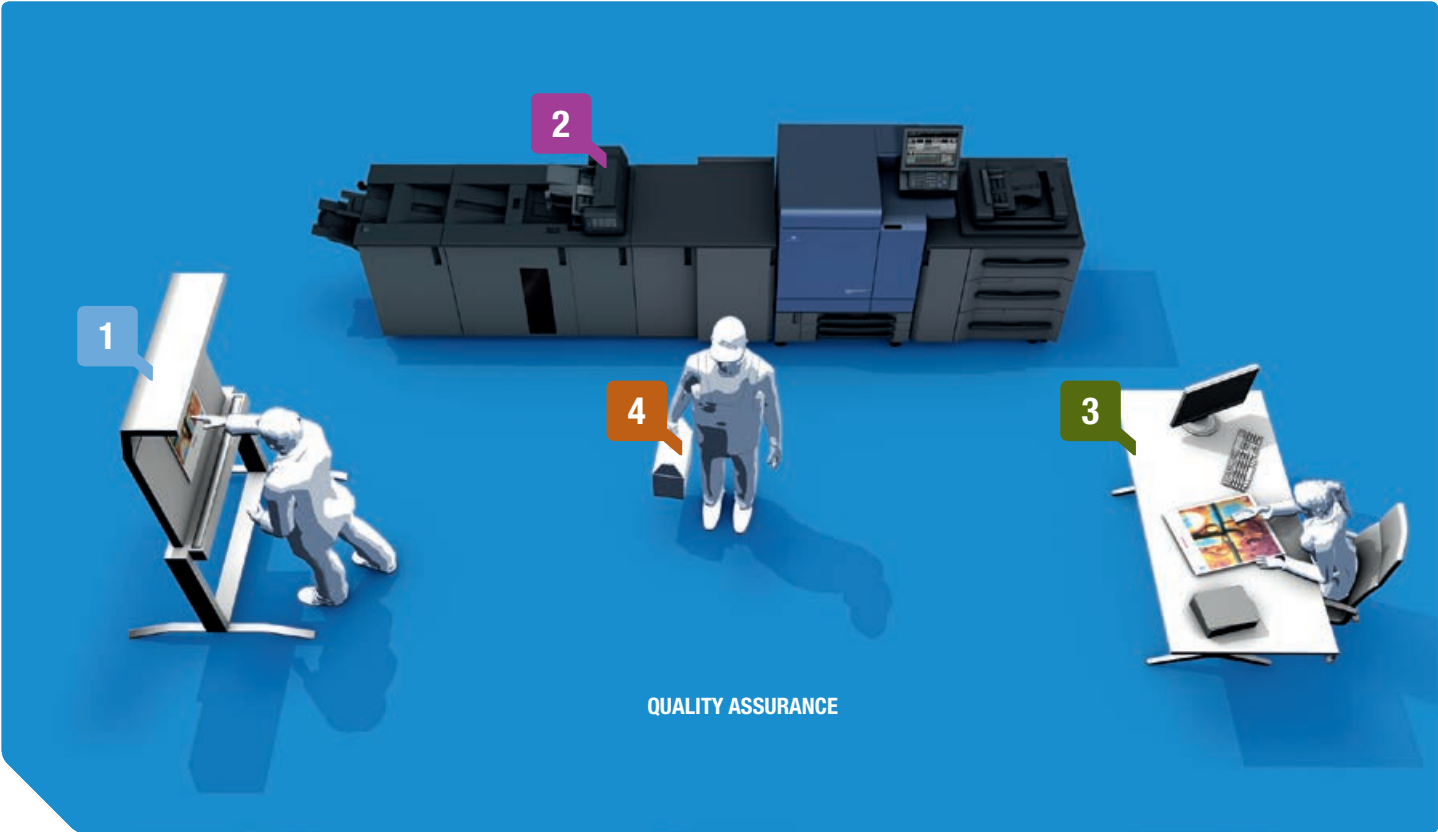
Being able to check the quality level at any time makes it easier to optimise the colour quality. Understanding printer conditions will reduce errors before printing so that misprints are avoided. Altogether, this is how the best possible print results are achieved.

- ▶ Optimised print results can save costs and generate greater profits. At the same time, business opportunities with internal and external customers are enhanced.

Whether you are looking for quality assurance in colour printing or want to enhance and extend your colour matching capabilities – the solution is a professional colour management application. Our software portfolio comprises versatile products with varying functionalities. Among our colour management applications you will find the software best suited to your exact requirements, and whichever solution you eventually decide on, you can be sure that you and your team will benefit from optimised colour quality and consistency.



WORKFLOW



1 Key operator needs to know condition of the engine before printing

2 Patches are printed

3 Patches are measured and controlled

4 If required, the system is adjusted

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