PrintFactory™

How do you do Color Management without specialist skills?

VISU™ turns amateurs into professional color consultants in just a few clicks.

STEP 01

PRINTING

The first step is to print the image. This is done using a calibrated printer and a color management system.

STEP 02

MEASURING

Once the image is printed, it is measured using a spectrophotometer. This device measures the color of each pixel in the image and stores the data in a color profile.

STEP 03

TUNING

The color profile is then tuned. This can be done manually or automatically. Manual tuning involves adjusting the colors of the image in Editor. Automatic tuning involves using the software parameters (pre-defined rules)to adjust the colors of the image based on the data in the color profile.

STEP 04

PRINTING AGAIN

Once the image has been tuned, it is printed again. The new print is then measured and compared to the original print. If the two prints are not identical, the tuning process is repeated until the desired results are achieved.

STEP 05

TRAFFIC LIGHT

The results of the measurements are typically displayed using a traffic light system. Green indicates that the color match is acceptable, yellow indicates that the color match is not perfect, and red indicates that the color match is unacceptable.

International Standards

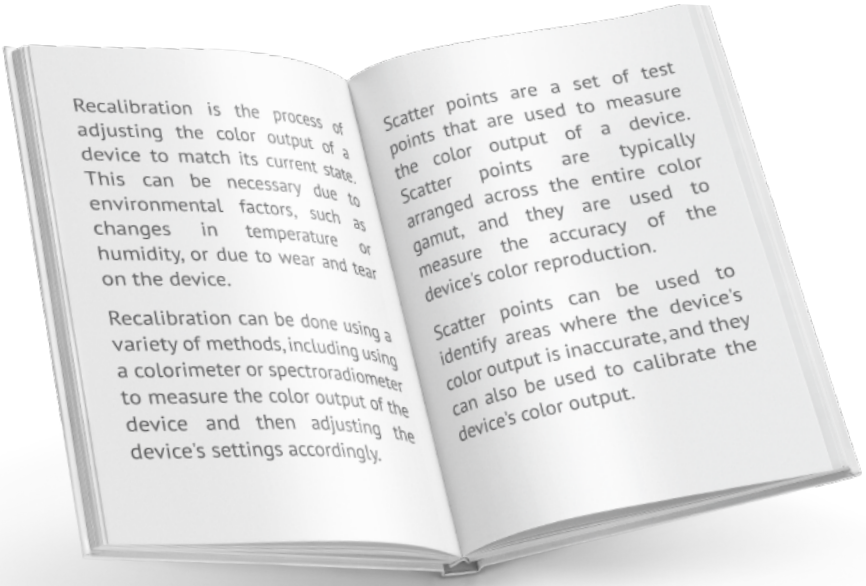
The quality information is also compared to international standards, such as Fogra, G7, and IdeaAlliance. This helps to ensure that the prints meet the required quality standards.

Quality Information

The quality information from each print is stored in a database. This information can be used to track the performance of the printer and the color management system over time.

How do you do it repeatedly, at scale, every day?

Recalibration using VISU™Device-Link



VISU™ DeviceLink, recalibration, and scatter points are used together to achieve accurate color reproduction:

#1 The device is calibrated using scatter points.

#2 The device is used to print an IT8 test chart.

#3 The IT8 test chart is measured using a Spectrophotometer.

#4 The measured values of the IT8 test chart are compared to the expected values.

#5 Any deviations between the measured and expected values are identified.

#6 The DeviceLink settings are adjusted to correct the deviations.

#7 The device is re-calibrated using the updated scatter points.

By following these steps, it is possible to achieve accurate color reproduction even when printing on different types of printers or papers.