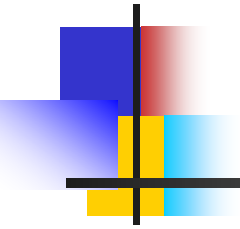


GRAPHIC ARTS OR GRAPHIC SCIENCE





Graphic Arts of years past has transformed into Graphic Science



NEW TECHNOLOGIES

- Tools are available to graphic technicians that did not exist a few years ago.
- Sophisticated portable densitometry
- Computers and software with the ability to interface with densitometers
- New software that can take advantage of changing technological advancements



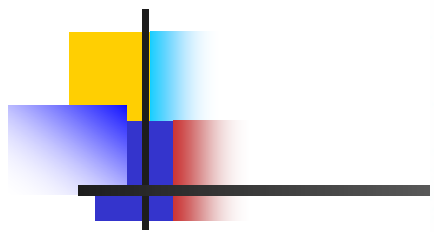
CREDIBILITY!!!

- These tools have added credibility to diagnostics and process control.
- Comments regarding process control-or the lack of- are more readily accepted with data that can substantiate and clearly illustrate the findings.

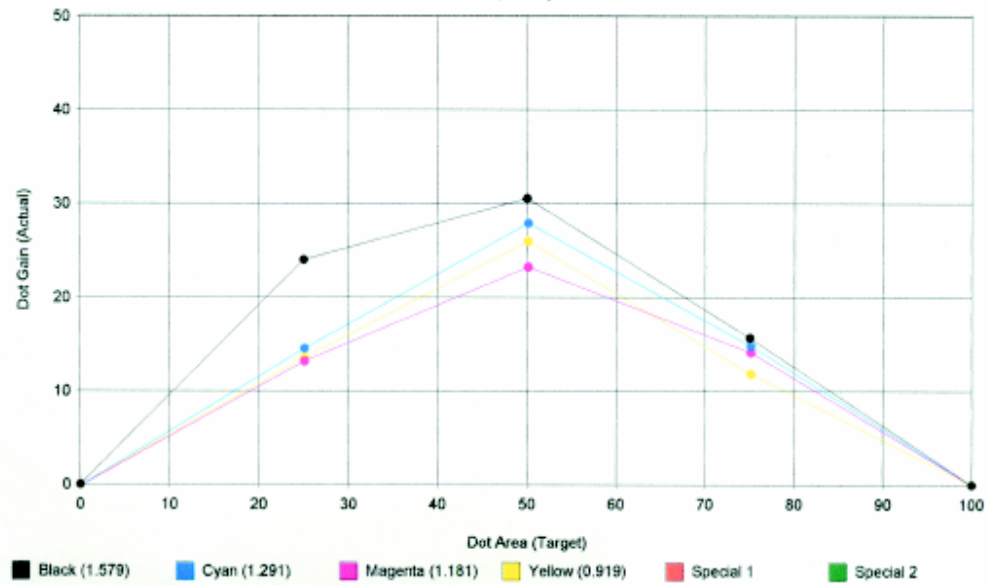


IN GOD WE TRUST ALL OTHERS BRING DATA

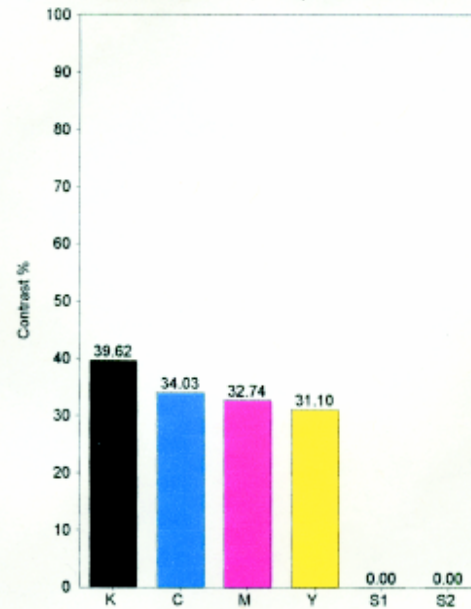
- ColorMetrix is one tool that makes data collection fast and credible.
- Data is analyzed and displayed in a graphic format that is easy to understand.
- Properly presented, this data can create a competitive environment where all technicians strive for higher quality.



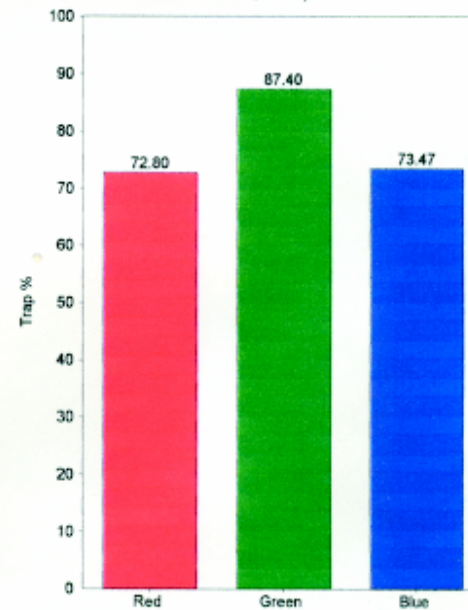
Dot Gain
'Sheet Checks', Samples 183 To 183



Shadow Print Contrast
'Sheet Checks', Samples 183 To 183

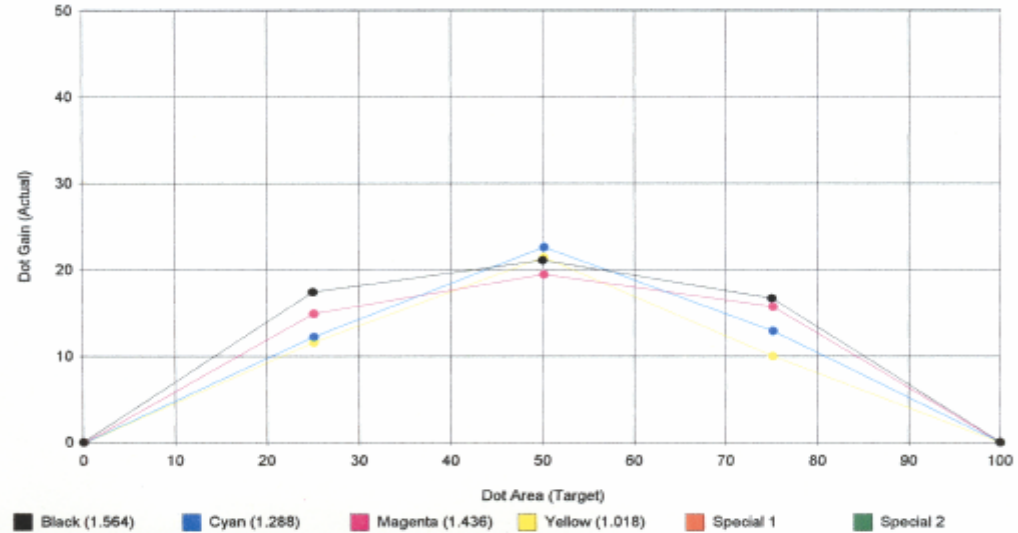


Trap
'Sheet Checks', Samples 183 To 183

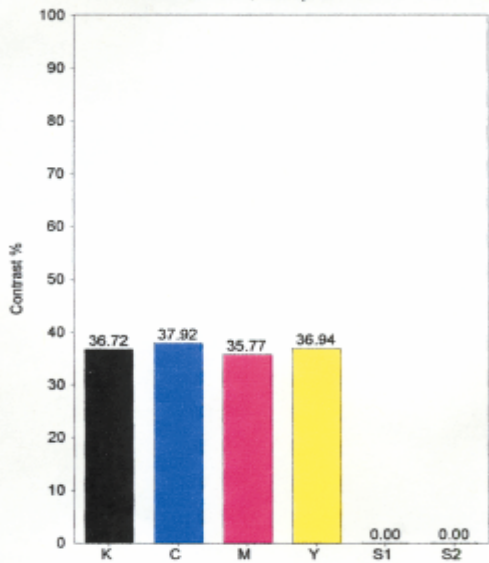


GOOD SHEET

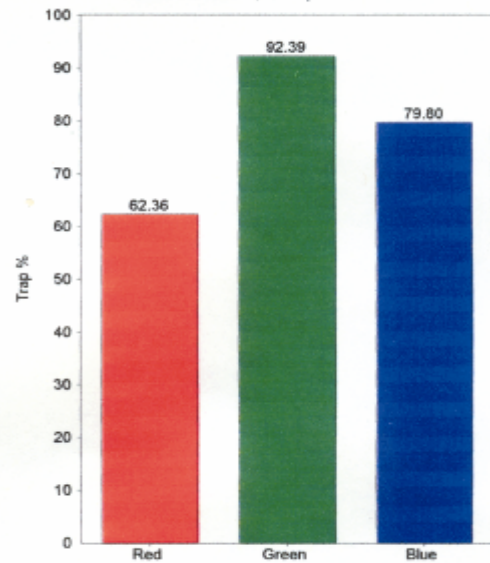
Dot Gain
'Sheet Checks', Samples 182 To 182

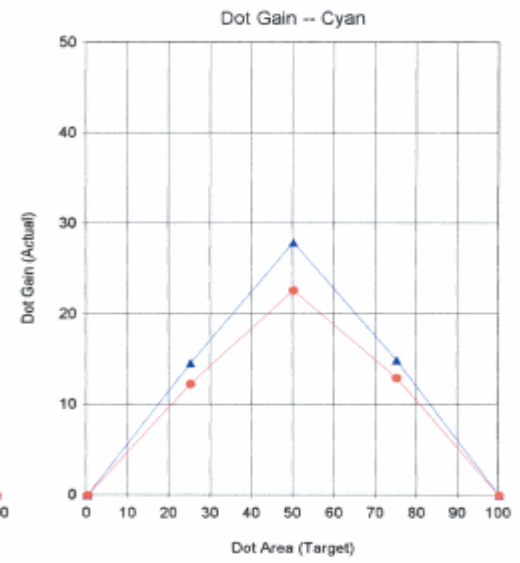
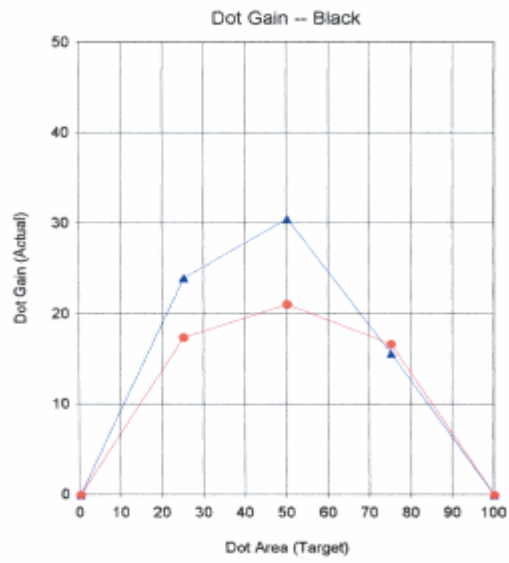
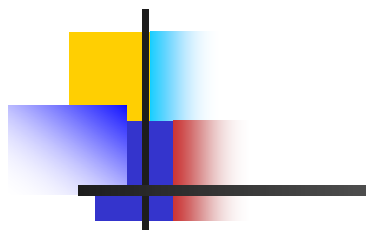


Shadow Print Contrast
'Sheet Checks', Samples 182 To 182



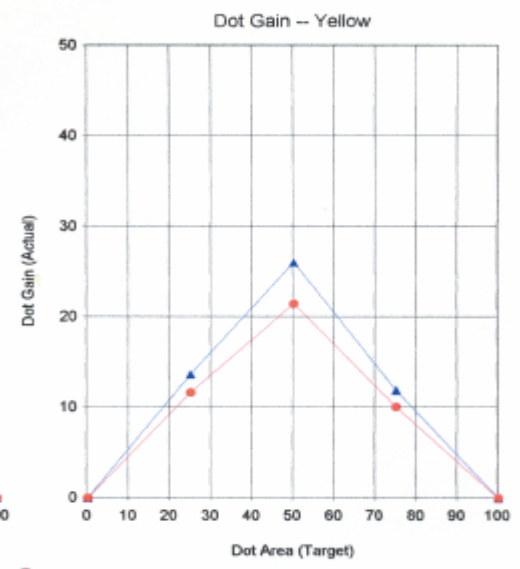
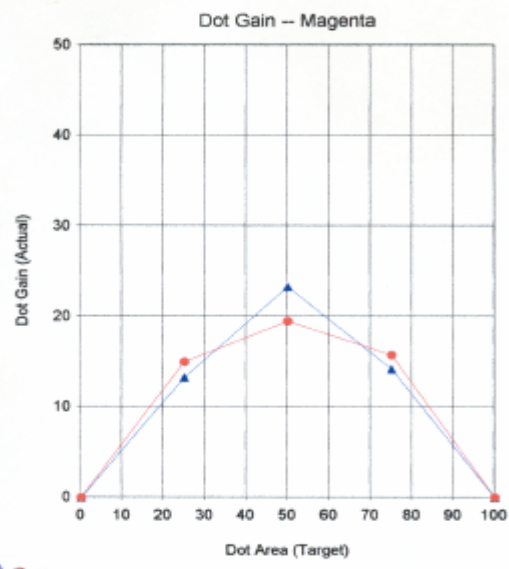
Trap
'Sheet Checks', Samples 182 To 182





- 'Sheet Checks', Samples 182 To 182
- ▲ 'Sheet Checks', Samples 183 To 183

- 'Sheet Checks', Samples 182 To 182
- ▲ 'Sheet Checks', Samples 183 To 183

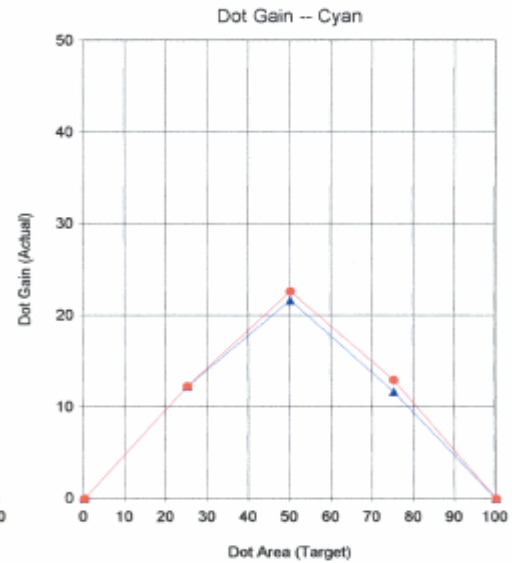
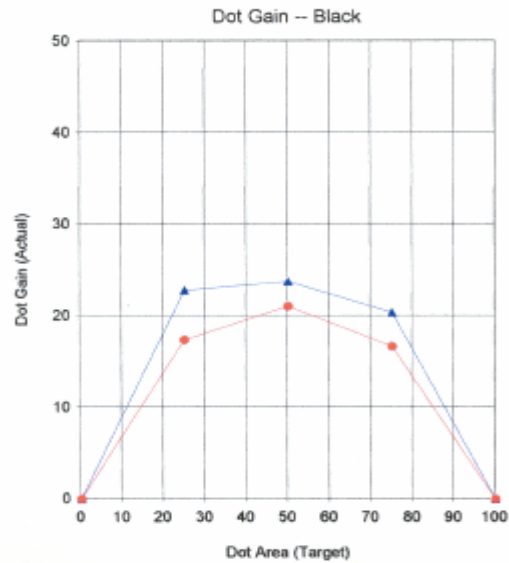
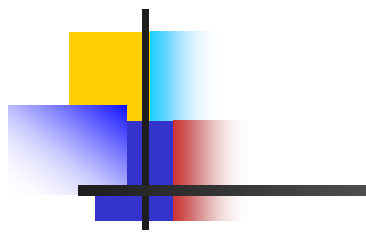


- 'Sheet Checks', Samples 182 To 182
- ▲ 'Sheet Checks', Samples 183 To 183

- 'Sheet Checks', Samples 182 To 182
- ▲ 'Sheet Checks', Samples 183 To 183

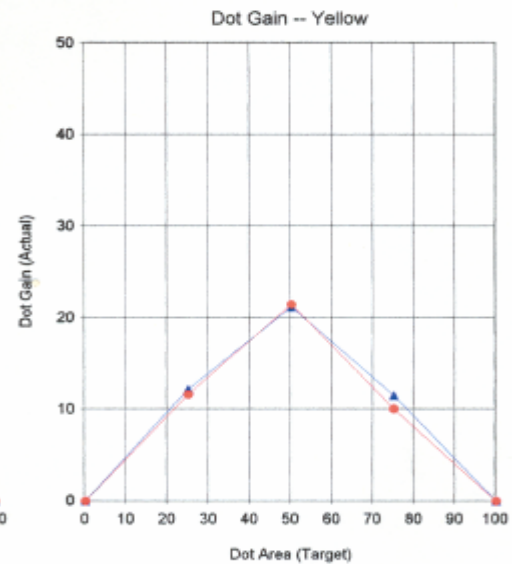
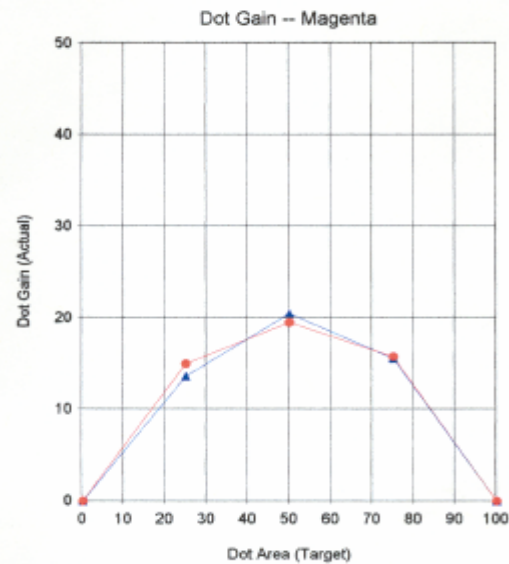
OOD





● 'Sheet Checks', Samples 182 To 182
▲ 'Sheet Checks', Samples 184 To 184

● 'Sheet Checks', Samples 182 To 182
▲ 'Sheet Checks', Samples 184 To 184



● 'Sheet Checks', Samples 182 To 182
▲ 'Sheet Checks', Samples 184 To 184

● 'Sheet Checks', Samples 182 To 182
▲ 'Sheet Checks', Samples 184 To 184



PROCESS CONTROL

- The requirements surrounding the print reproduction process today hold us to uncompromising quality standards.
- Each step of the process must be carefully monitored so that the desired results can be achieved.
- Digital workflows have reduced the number of steps in the process and at the same time have increased the importance of each step.



PROOF TO PRESS SHEET INCEPTION TO COMPLETION WITH COLORMETRIX

- Profile incoming supplied proofs
- Monitor calibrations on proofing devices
- Monitor consistency of the platemaking process
- Monitored results, from press on different substrates, are logged into a database.



THREE MOST IMPORTANT INGREDIENTS FOR PREDICTABILITY IN A DIGITAL WORKFLOW

- **Process control !!**
- **Process control !!**
- **Process control !!**