



About IQ Colour

Overview:

IQ Colour is a revolutionary new color system for converting RGB digital color images from digital cameras and scanners to optimized, print-ready, CMYK files.

The key benefit of IQ Colour is reduced printing ink cost. More less expensive black ink is used, while less of the more expensive color inks (Cyan, Magenta and Yellow) are used. Color quality is improved over current standard Photoshop separations. Additionally, color is more consistent for the duration of the press run, as color has less sensitivity to the normal variation of the press inking system.

Implementation:

IQ Colour operates within Adobe Photoshop, utilizing provided IQ Colour profiles for the specific press type and condition, for example newspaper or flexographic packaging printing. IQ Colour is easily integrated with existing color workflow, and can be automated using hot folders.

System Requirement:

- MAC OSX and Adobe Photoshop
- PC / Windows version to be released in 2008.

Results:

Reduction in ink cost is typically 30% - 40%, depending on the degree of GCR (Gray Component Replacement) currently utilized. Custom IQ Colour profiling of specific printing presses can result in improved performance, both in ink savings and image quality.

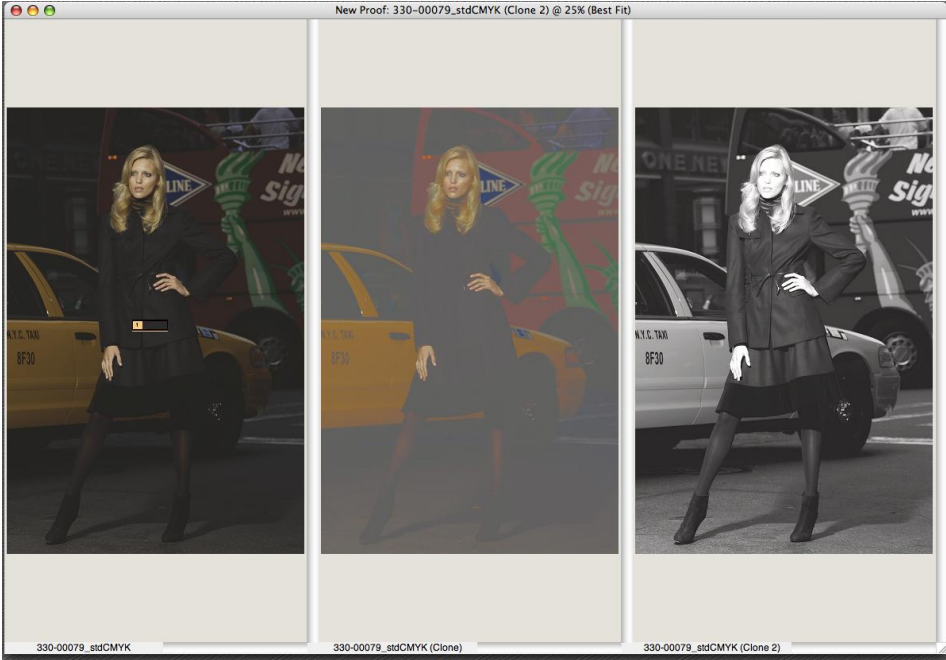
Users report faster color make-ready on press, more consistent color through the press run, and improved runnability, as less water is required when the required ink volume is decreased.

Example IQ Colour Separation:

Below is a sample RGB image which has been separated both with conventional color separation techniques, and with IQ Colour.

Each show the CMYK print image, the CMY colors only, and black ink only image layer. Note in the IQ Colour Separation there is very little CMY ink used, and more Black ink is used. The resulting IQ Colour image, when printed, has better image contrast, and will be more stable on press

Comparison of conventional and IQ Colour Separation



Conventional Color Separation



IQ Colour Separation