Take the **IQ** Colour™ Challenge!

Are you saving as much as you can on ink & paper costs?
Did you know you could reduce these expenses adjusting your color separations, while getting more color from your images?

If you think you are not getting the best results, while saving $$$, for your RGB or CMYK images, editorial or advertising —
We invite you to take advantage of the IQ Colour challenge to prove to yourself what is possible!

Many production professionals believe that adjusting editorial color separations using GCR (Grey Component Replacement) and UCA (Undercolor Additions) is all they need. But IQ Colour technology will not only improve overall color quality, but actually lower production costs by using less color ink. Added benefits include shorter make ready times, and faster drying times due to the thinner layer of ink which is also better suited to lighter weight paper stocks such as newsprint.

The IQ Colour solution delivers a new image rendering science and addresses key challenges of today's GCR/UCA approach with tools that meet the needs of both editorial and advertising workflows. IQ Colour components make RGB to CMYK conversions for image files and include similar tools that enable ink saving adjustments CMYK to CMYK for supplied advertising materials.

Here's how it works:

1. Contact us for details. Call (412) 341-0698 or email info@iqcolour.com
2. Gather a representative set of RGB and CYMK image files.
3. Send them to IQ Colour along with your contact and production notes.
4. Receive an in-depth cost savings analysis & see how your files can "pop" off the page using our workflow tools. We can prove to you that you can save money, while improving the quality of the images that you print.

COMPARISON: IQ Colour Separation vs. Conventional Separation

The IQ Colour System produces results that are typical to the example shown below. In Image A, the file was separated using IQ Colour Tools. In Image B, the file was prepared using default Photoshop settings.

Although in the IQ Colour example each plate uses less color ink and more black, the composed image produces better contrast, pure color hues, and offers more stability on press.
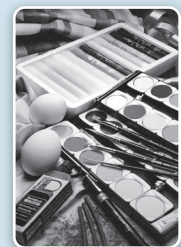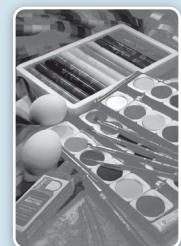

A

CYAN   MAGENTA

YELLOW   BLACK

B

CYAN   MAGENTA

YELLOW   BLACK

IQ COLOUR™

IQ COLOUR NEWS

IQ COLOUR NEWS delivers easy to use color separation tools that integrate seamlessly into your editorial and advertising workflows. If you've considered saving ink and gaining better process control by implementing GCR (Gray Component Replacement) and UCA (Undercolor Additions) but were afraid of the complexity or inconsistency of the results — wait no more!

Introducing IQ Colour News!

IQ Colour News is a complete system of workflow enhancements which automate and simplify the task of converting your RGB or CMYK color separations using our new image rendering technology. IQ Colour News includes components for handling your editorial images and your ad materials that allow you to convert your separations to a single set of your preferred color standards.

IQ COLOUR NEWS

IQ COLOUR™ Photoshop:
Converts any RGB image to an optimized CMYK color separation.

IQ COLOUR™ Acrobat:
Processes your separated CMYK ad files to your preferred standard of optimized CMYK color separations.

IQ COLOUR™ Batch Image Processor:
Simplify separating a large number of editorial images via a drag and drop conversion system that applies your preferred press color standards without the need for manual adjustments.

Eliminates the variance in color separations and maintains better color consistency and control on press.

BENEFITS:

→ Save ink

→ Save paper

→ Reduce Make-Ready Time

→ Standardize your Color

→ Get more color for less

IQ COLOUR SAMPLE   SNAP SAMPLE

see interactive examples at www.iqcolour.com →

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IQ COLOUR™