ROOM
retouch once output many

The journey
- References for color communication
- Standardizations impact
- Expectation management
- A new reference?
- Automation in color communication

References for color communication
- Physical references
- Fashion, textile
- Colorimetrical targets
- Transparency (!?)

Standardizations impact
- Standards for analogue printing processes
- Including paper categories
- ... ink on paper
- Result: powerful tools for color communication
Standardizations impact

- Fogra-datasets, CGATS21-datasets, Japanese datasets, etc., and more to come(!)
- Many ICC-profiles
- ... but all those tools are based on a snapshot of quality criteria in the standardization, of local interpretations, of common measurement technologies and viewing cabinets, and of those analogue printing conditions with all its restrictions.

Outdated normlight tubes were typically displaying fluorescent effects with only around 20% of the effect of D50 (!)

The concert of ISO3664:2009, ISO13655:2009 delivers accurate targets: D50 alike

Expectation management

- How to communicate these variations?
- How to handle productions that are going to be produced with several technologies, on several substrates?
Expectation management

- Actual tools allow a visual accuracy that was not there in the past. WYSIWIG! (under D50)
- High End reproduction has to consider the used substrate
- Many other than analogue printing processes have to be considered (digital print, tv, internet,...)
- Number of output conditions for a high end production will continuously increase
Automation in color communication

- Controlled expectation
- Gamut Mapping excellence
- Common appearance through all output conditions
- Reduce absolute color references to where it has to be
- Use a “paper transparency”

Automation in color communication

- An empirical way
Automation in color communication

- From an unrealistically brilliant RGB

- To a still vibrant "paper transparency", a reference

- To coated

- To uncoated

- To SNAP

Automation in color communication

1 Reference 39 Standards 50+ Printing Substrates 40+ Printers 1 Target
Experience the power of a book!™

https://www.youtube.com/watch?v=MOXQo7nURs0