Xerox® MatchAssure
The Right Color...
Everywhere, Every Time
Consistent color across multiple printers and sites. Simple!

Whether you’re a graphic communications company or in-plant, you know that having a color management system that allows you to adhere to a desired industry standard is critical to the customers you serve. Producing the “right” color is as important as the ability to produce the “same” color over time and across multiple printers.

Match Color Standards with Ease

The MatchAssure software uses the latest innovations in Xerox® color profiling technology and extends them into an independent color profiling solution. It features Xerox® advanced software algorithms for profile construction. This leading edge software delivers exceptional accuracy from a single scanning of printed targets, so there’s no need for iterative print and scan steps.

One scan is sufficient because the software iterates on the data collected to create a highly accurate ICC* compliant Destination Profile. You only need to scan one target from each individual printer to produce a printer-specific profile. This means less time spent submitting, printing and scanning targets and less disruption to your production schedule.

Expanded Capabilities for Mixed Printer and Print Server Environments

Xerox® MatchAssure delivers accurate color in the most challenging environments including those with a diverse printer and print server mix.

MatchAssure utilizes a large set of color patches to deliver increased accuracy, and it requires only three sheets of paper. By using a single spectrophotometer for all printers, MatchAssure eliminates manufacturing differences that result in measurement variation between spectrophotometers scanning the same patch. If you were to use one device to scan the patches for constructing the profile and a different device to scan a print specification target printed with the profile, the variation between the devices could be enough so that the printed output falls short of the desired CMYK standard.

Xerox has been awarded IDEAlliance® Digital Press Certification and FograCert Validation Printing System certification on many Xerox® production color digital presses, so you know your printer can meet these print specifications. MatchAssure provides an even higher level of profiling accuracy that will render color with an even tighter tolerance to the desired specification on any mix of supported printers.

Customers can inspect their CMYK accuracy with a display of a profile’s deltaE accuracy to the GRACoL or Fogra standard.

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Xerox® MatchAssure is an advanced solution that was specifically developed for environments with extremely rigorous color consistency requirements. If you’re trying to get color consistency across all of your digital presses, you’re probably already managing your shop to a print specification such as Fogra or GRACoL®. With Xerox® MatchAssure, we can help you achieve even higher accuracy for even greater consistency with less effort and time invested.

MatchAssure is the ideal solution enabling you to deliver simple, fast, consistent color to meet the most demanding standards on a single printer, over a fleet of printers and across multiple locations. Xerox® MatchAssure bundles software loaded on a PC with an attached X-Rite® spectrophotometer to produce a highly accurate Destination Profile for each digital press.

*XGI International Color Consortium*

**IDEAlliance (International Digital Enterprise Alliance) advances core technology to develop standards and best practices to enhance efficiency and speed information across the end-to-end digital media supply chain digitally and in print.**
Automation for FreeFlow® Print Server
Maximizes Simplicity

Xerox® MatchAssure reduces operator actions required to scan targets and generate profiles by means of a simple, easy to understand GUI. The resulting profiles can be stored on any network mounted drive for import at the print server, regardless of whether the print server is a FreeFlow Print Server, EFI®, Creo™ or other.

MatchAssure offers even greater automation opportunities when used with a FreeFlow Print Server. The system will send the profiling target to a queue, which is automatically created with the correct settings to print the target, thereby streamlining your workflow. Once the profile is created, MatchAssure can then forward it directly to the FreeFlow Print Server and have it automatically loaded. Automation features help increase clock speed and reduce the potential for human error.

Photos
For photos and images created in an RGB color space, Xerox® MatchAssure features enhanced RGB rendering. The latest RGB enhancements help ensure the most realistic, representational color. They deliver exceptional consistency and a pleasing appearance with excellent shadow detail, depth and contrast, and smooth gradients. In particular, MatchAssure optimizes skin tones and sky colors so that they’re second to none in terms of satisfying customer preferences.

Now MatchAssure also includes a GUI option allowing you to adjust the look of the output based on your desired preference. Skin tones, skies, contrast and lightness can all be adjusted. For example, if skin tones or skies are too “warm” for your taste, you can make them look less red by use of slider bars. MatchAssure is unique in that it allows localized edits of skies and skin tones, which do not affect the entire image—edits can be performed with a simple move of the slider bar.

Xerox® MatchAssure supports a variety of the most popular spectrophotometers including the X-Rite® i1iSis and the X-Rite i1iO. MatchAssure supports all Xerox® color digital presses that use a separate print server, and selected other digital presses.

Using a new MatchAssure GUI option, you can adjust the look of the output based on your desired preference. Skin tones, skies, contrast and lightness can all be adjusted. For example, if skies are too “warm” for your taste, you can shift the “sky” slider bar toward “more blue.”
Match a Color Standard Today and Every Day

Making sure that you match a color standard over time is as important as matching that standard at a snapshot in time. This is critical in maintaining the highest degree of accuracy in your output and providing the utmost color consistency across printers, regardless of which digital press, print server or software level is used to produce your final output.

Features

• Uses the power of Xerox® unique color management technology with an expanded set of profiling patches to increase profiling precision

• Reduces a potential source of variation (error) by using the same spectrophotometer for scanning raw data from each printer (for profiling)

• Uses an internal printer representation with a highly tuned printer-specific GCR strategy to produce extremely smooth color prints with minimal noise and contours

• Performs all iterations within the software so you can achieve outstanding color accuracy with just three sheets

Benefits

• Performs superb color matching across the fleet of Xerox® printers using any print server: FreeFlow® Print Server, EFI® or Creo™

• Yields improved color consistency across presses and over time

• Matches industry color standards

• Jobs will appear the same regardless of when they are run

• Memory colors—skin tones and skies—can be adjusted without affecting other colors

You can rest assured that you’ll have more consistency in your print environment and your printers will be able to adhere to the most demanding industry standards.

Ask your Xerox Representative for more information and the list of printers supported.