



Xerox® MatchAssure

The Right Color...
Everywhere, Every Time

Consistent Color Across Multiple Printers and Sites

Whether you're a graphic communications company or an 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.

Xerox® MatchAssure is an advanced color management 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.

Xerox® MatchAssure is ideal: it provides an easy, fast solution for consistent color to meet the most demanding standards on a single printer, over a fleet of printers and across multiple locations. Xerox® MatchAssure combines software loaded on a PC with an attached X-Rite® spectrophotometer to produce a highly accurate Destination Profile for each digital press. It also can monitor color data for selected presses (using an inline spectrophotometer or "ILS") and compare your press's status to an industry aim (GRACoL or Fogra). This helps you maintain and correct color quality over time, and in between creation of profiles.

Match CMYK standards with ease.

The MatchAssure software uses the latest innovations in Xerox® color profiling technology and extends them into an independent color profiling solution. This leading edge software delivers exceptional accuracy from a single scan of printed targets; the software iterates on the data collected to create a highly accurate ICC-compliant Destination Profile, so there's no need for iterative print and scan steps.

Scanning just one target from each individual printer produces a printer-specific profile. This saves you time and reduces disruption to your production schedule.

By using a single spectrophotometer for all printers, Xerox® MatchAssure minimizes differences that can result in measurement variation between spectrophotometers scanning the same patch.

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.

Xerox® MatchAssure reduces operator actions required to scan targets and generate profiles by means of a simple, easy to understand GUI. Profiles can be imported into Xerox® FreeFlow® Print Server, EFI® or other DFEs.

Xerox has been awarded the IDEAlliance® Digital Press Certification and Fogra Validation Printing System on most current Xerox® production color digital presses. Xerox® MatchAssure can render color within tolerance of the GRACoL or Fogra specification. Customers can display a profile's deltaE accuracy to the GRACoL or Fogra standards.

Color Quality Monitoring

Monitoring of color data is available for selected printer models. Color measurements from the ILS are imported into Xerox® MatchAssure. This enables assessment of color performance on one or multiple presses.

The baseline aim and tolerances for each printer are established by taking periodic measurements over the course of 30 days. (This process can be done by the customer or by Xerox, as a one-time service.) MatchAssure uses the aim to compare performance across given presses.

A graphical display on the GUI will show analysis of 21 patches to determine which, if any, patches are out of spec for a given press.



Using the Xerox® MatchAssure GUI option, you can adjust the look of the output based on your particular preference. Skin tones, skies and other color variables can all be adjusted. For example, if skies are too “warm” for your taste, you can shift the “sky” slider bar toward “more blue.”

Beyond CMYK: Photo Quality

For photos and images originating in an RGB color space, Xerox® MatchAssure provides enhanced RGB rendering. This helps deliver realistic color featuring excellent shadow detail, contrast and smoothness. In addition, new enhancements to the default profiles provide a slightly darker and more saturated look for reds and greens, which is a common preference among large photo printers.

Xerox® MatchAssure optimizes skin tones and sky color. You can also use a GUI option to adjust the look of the output based on your specific preferences. 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. Xerox® MatchAssure is unique in that it allows localized edits of skies and skin tones, which do not affect the entire image.

Besides editing these “memory” colors with slider bars, RGB preference sliders are available for red and green. These sliders enable you to increase darkness and saturation on reds and greens. There are also separate slider bars to adjust contrast and lightness.

Customization

By using the slider bars, you can create a customized appearance for all or selected RGB workflows. You may also choose to engage our engineering services to develop specialized color settings to meet your photo quality requirements.

Match a color standard today and every day.

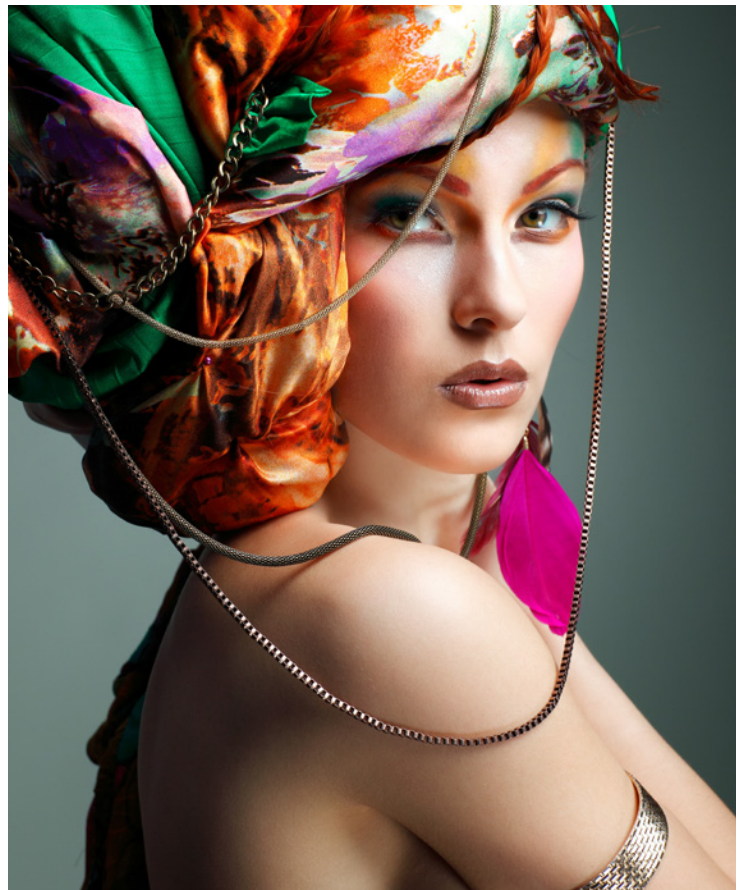
Making sure that you match a color standard over time is as important as matching that standard at a snapshot in time. This is critical in maintaining the highest degree of accuracy in your output and providing the utmost color consistency across printers, regardless of which digital press, print server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

Automation for Xerox® FreeFlow® Print Server Maximizes Simplicity

Xerox® MatchAssure offers even greater automation opportunities when used with a Xerox® 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, Xerox® MatchAssure can then forward it directly to the Xerox® FreeFlow Print Server and have it automatically loaded. Automation features help increase clock speed and reduce the potential for human error.

Benefits

- Yields improved color consistency across presses and over time
- Matches industry color standards for CMYK workflows
- Jobs will appear the same regardless of when they are run
- Memory colors—skin tones and skies—can be adjusted without affecting other colors in the RGB gamut
- Reds and greens can be adjusted for greater saturation when printing photos
- Customization services are available for shops that need it
- Performs superb color matching across the fleet of Xerox® printers and selected other presses using any print server: Xerox® FreeFlow Print Server, EFI® or other
- Supports X-Rite® i1iSis, i1iSis 2 and i1iO spectrophotometers



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