

# INK OPTIMIZATION

# FUSION

**ADVANCED DEVICE LINK COLOR PROCESSING AND INK USAGE REDUCTION**

## ZEPRÄ COLOR SERVER

### Color-Logic automated engine for ICC and DeviceLink profile color management

Now that DeviceLink profiles have increasingly established themselves for preparing digital data for various reproduction methods, ZePrÄ offers the possibility of automating the color conversion of PDF and pixel files by means of ICC and DeviceLink profiles.

### ZePrÄ's Auto Setup Wizard

The easiest way to automate color conversion is to use a combination of ZePrÄ and the DeviceLink Profile Sets. This combination offers the possibility of adapting data to standard printing conditions, without having to be a color management expert.

A few clicks is all it takes to select the required DeviceLink profile in the Auto Setup wizard. ZePrÄ then automatically configures all the necessary hot folders and is instantly ready to process PDF, TIFF and JPEG data for the CMYK, RGB and Grayscale color spaces, and spot colors.

In accordance with the ICC specifications, ColorLogic DeviceLink profiles contain the PSID tag, which allows ZePrÄ to automatically set the source profile for the document and the target profile for the output intent. When creating a queue it is automatically set for a PDF/X-compliant workflow, including the descriptive parameters for the output condition.

### Special features of ZePrÄ

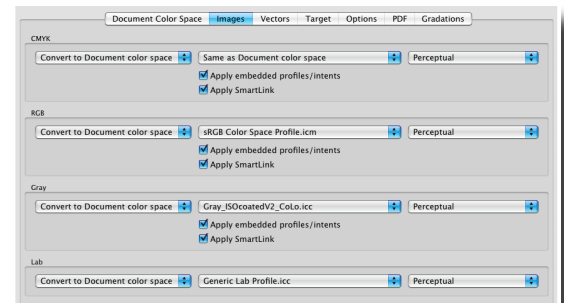
The combination of ZePrÄ and ColorLogic DeviceLink profiles is thus currently the world's simplest and fastest, individually configured PDF color server. Particularly since ZePrÄ is the first solution to provide full support of the standard tags in ICC DeviceLink profiles and use them to define the workflow - quite apart from being incredibly fast and supporting recent PDF/X standards including X-1a all the way to X-4 and X-5n.



Current jobs can easily be monitored in the clearly structured Overview window, which is divided into jobs in progress, pending jobs, and processed jobs. The color quality of the converted file can be verified with the help of an integrated soft proof.

ZePrÄ is not limited to using the standard profiles. This is just one possible way of setting up a workflow. You can define and automate any color conversion you like with the help of the Configurations window. Your own configurations can be saved and applied to any hot folder, or duplicated and modified as needed.

There are separate areas for selecting the required conversion for each color space. Additionally, options are available for the targeted handling of spot colors and the definition of PDF-specific settings.



### Different applications for ZePrÄ

Workflows can be configured very flexibly and yet very simply in ZePrÄ. The following are typical applications of ZePrÄ for automating color management tasks:

- Photographers and image agencies need to convert their black-and-white and color photos to different printing standards. For this purpose, they can use the extended, high-quality rendering intent options and versatile processing capabilities for black-and-white data offered by ZePrÄ. Clipping paths and meta-data are preserved in the color-converted image files.

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- Printers want to automate the color conversion of data from different prepress suppliers in order to standardize the separations in the print job and harmonize differently separated image files on a form.
- Prepress houses have an extensive stock of press-ready legacy copy and want to adapt the data to a new printing standard or a different printing process without encountering problems on the press as a result of re-separated data.
- Printers and print providers can re-separate entire documents with incorrectly or inadequately separated data for the required printing standard or the in-house standard.
- Printers can significantly reduce the amount of color or ink used by ColorLogic SaveInk profiles.
- Print providers or printers want to standardize mixed-color files supplied in PDF/X-3 or X-4 format to get CMYK, and possibly spot colors. Not RGB color.
- Printers and print providers want to convert spot colors to CMYK in order to print in process color only.
- Image agencies want to provide large numbers of untagged image data with defined profiles.
- Service providers in the packaging sector want to separate PDF/X-5n files via a multichannel profile.
- Printer can apply last minute gradation corrections like CTP corrections or dot gain changes in addition or instead of ICC color conversions.

### Dynamic DeviceLink generation

The ColorLogic SmartLink function permits dynamic generation of DeviceLink profiles, taking various factors into account, such as preservation of the separation characteristics, use of the TAC of the target profile and preservation of pure colors with simultaneous dynamic gamut mapping.

The SmartLink feature allows one to determine how automatically the SmartLink function is to work: In *fully automatic mode*, you can simply activate the SmartLink checkbox, and DeviceLink profiles are calculated and applied in the background for all the necessary conversions from the source and target

color spaces. In fully automated mode combinations of RGB, CMYK and greyscales are supported in this context.

You can also *specifically set DeviceLink profiles* for particular conversions. SmartLink uses the DeviceLink profiles defined in the table you have created. This option is ideal for those who want to use previously created, edited and tested DeviceLink profiles, e.g. ColorLogic high-quality DeviceLink Sets.

The third mode combines the two options described above. The table you have created is searched for matching DeviceLink profiles. If no appropriate profiles have been saved, the necessary DeviceLink profiles are generated and applied in the background.

### Advantages of ZePrA

- Simple, clearly structured user interface.
- Extraordinarily high speed file processing.
- Outstanding quality of PDF processing. ColorLogic geared ZePrA to Ghent Working Group test files for perfect PDF/X file processing.
- Linking to Enfocus Switch, and thus to a completely automatable workflow, from data receipt, pre-flighting and top-class color conversion, all the way to data distribution.
- In addition to color conversion, or as an alternative, gradation corrections are possible both for Process and Spot colors.
- Outstanding quality of color conversion as a result of using ColorLogic DeviceLink profiles and CMM. In conjunction with the SmartLink function, these profiles can be calculated and applied on-the-fly“.

ZePrA closes the gap between manual conversion of PDF and pixel data and the use of a complex and expensive workflow solution efficiently and with a practical orientation and is the perfect complement to all other ColorLogic products.



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