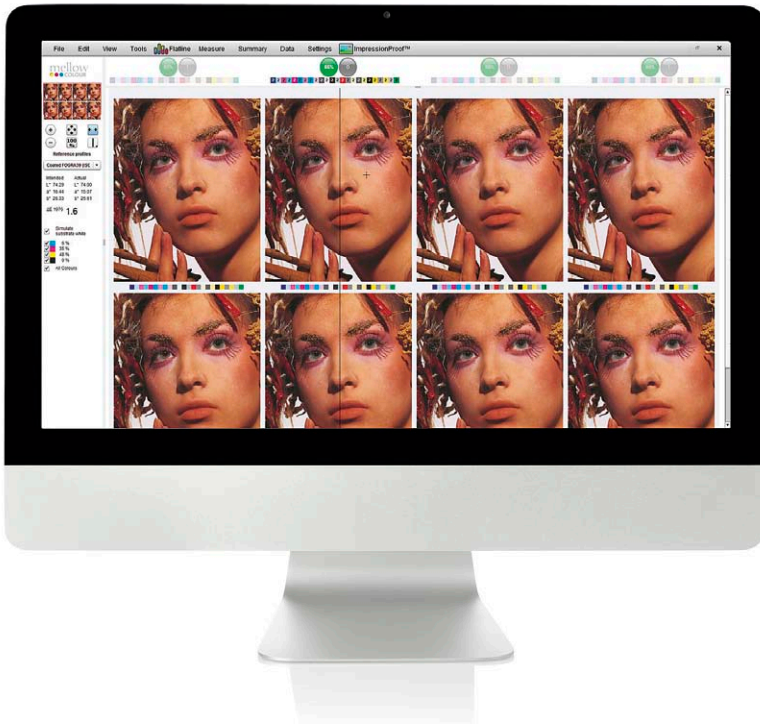# ImpressionProof ™

Press side and remote on-screen comparative proofing

ImpressionProof – powerful on-screen comparative proofing

On press PDF based colour confirmation and remote print approval are now possible thanks to a new colour management technology "comparative proofing" pioneered by Mellow Colour. For printers wishing to match previous print runs or the ISO Standard - ImpressionProof is a big step forward.

For clients who require visual confirmation of how a job is printing without leaving their office - ImpressionProof is the ideal tool. With the Adobe PDF engine at its core providing geometric accuracy, and the Adobe colour management module 'inside', colour fidelity is assured.

On screen visual comparison between target and actual colour appearance is displayed, along with target and actual Lab numbers and DeltaE's, using the press ready PDF file. CMYK and any number of spot or special colours are supported. Correction for different substrates is available so that the influence of non-standard substrates can be visually accessed.

Communication between printers and clients can be made via the secure MellowCloud.

For on press ink key setting and colour approval, an in-expensive large format high brightness HD screen is well suited. For client remote colour approval, a high specification calibrated screen is recommended.

Benefits of ImpressionProof

- Display of visual and numerical colour differences
- CMYK and Special colour support
- Remote customer approval with MellowCloud
- Eliminates customer press passes
- Eliminates paper proofs
- Centralised Brand job approval
- Eliminates shipping costs for OK sheet approval
- Reduces production cycle times
- Saves time and money

mellow COLOUR

Colour quality management in print

ImpressionProof ™

So how does it work?

Measured strips (reports) are combined with a PDF image of the job.
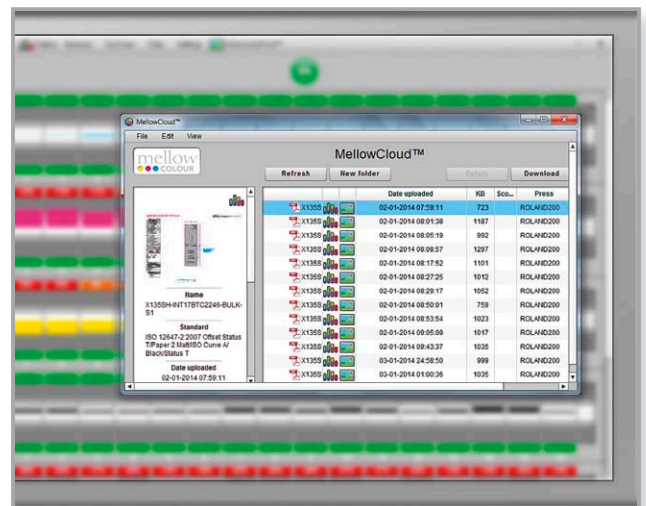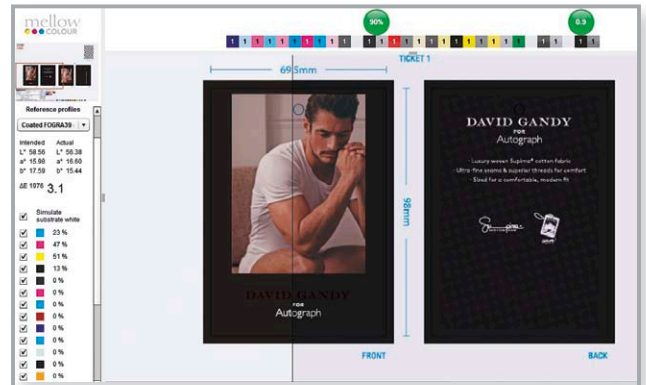
The ImpressionProof module provides a preview of the PDF image via colour target values, and at the same time via the measured results from the report.

A divider is used to display 'comparative proofing', where differences between target colours, and measured colours, can be assessed.

DeltaE deviation of the cursor position is displayed on the left, along with Intended and Actual L*a*b* values, where separations and substrate simulation can be managed.

The combined Report and Image are uploaded to the secure Mellow Cloud, where remote clients can see jobs; check scores; notes; standards etc., and furthermore download reports and images for comprehensive analysis.

If you are a printer wishing to improve productivity or a client wishing to improve consistency and production cycle times - Mellow Colour ImpressionProof is the perfect solution.

Our product family includes:

PrintSpec - allowing you to match your print to ISO12647 – a common objective for Printers & Clients.

InkSpec - a comprehensive colour management system addressing the need for systematic, measurable production control of special and brand colours.

FlatLine - used in conjunction with a range of press side scanning spectrophotometers to speed up ink key setting to achieve ISO12647 compliance.

ImpressionProof - ImpressionProof utilises 'Comparative Proofing' technology to allow printers to use press ready pdf's and spectrophotometry to compare how the job should look, to how it does look. Clients can use ImpressionProof for remote print run approval.

RetroSpec - analysis of trends and variation throughout individual jobs and across multiple print runs.

MellowCloud - a secure portal that allows printers and customers to exchange colour data and print run reports.

Colour Quality Training - we provide on-site colour theory & colour management training courses for occasional & advanced users. Courses can be constructed with a print buyer, design, pre-press or pressroom bias.