

## MATCHPRINT Virtual Proofing Technology FAQ

### What is KODAK MATCHPRINT Virtual Technology?

MATCHPRINT Virtual Technology provides dependable color viewing of CMYK images on RGB monitors. It combines a controlled, color-critical viewing environment, customized components, KODAK Color, and calibration technologies in the context of KODAK Portal Products.

### What are the components of the system?

- Qualified LCD monitor
- Special color measurement and calibration device and software
- Color science from Kodak for accurate visual rendition of CMYK images on RGB monitors
- Suite of portal products

### What monitors are qualified?

The following tables list the EIZO ColorEdge color calibration monitors and Apple Cinema Display color calibration monitors that are qualified and recommended for use with Matchprint Virtual Technology.

EIZO Model	Supported by Matchprint Virtual Version	Certified for SWOP C3 and C5 Media
CG241W	5.0.4 or later	Yes <sup>2</sup>
CG21	4.1.0 or later	No
CG210 <sup>1</sup>	4.1.0 or later	No
CG211	5.0.1 or later	Yes <sup>2</sup>
CG220	4.1.0 or later	No
CG221	5.0.2 or later	No

<sup>1</sup> Model CG210-N is not supported by Matchprint Virtual

<sup>2</sup> SWOP C3 and C5 media are supported using Matchprint Virtual version 5.0.4 or later only

Apple Cinema Display	Material	Product Code Decimal	Product Code Hex	Supported by Matchprint Virtual Version	Certified for SWOP C3 and C5 Media
20-inch (503 mm)	Metal	37403	0x921B	5.0.3 or later	No
		37405	0x921D	4.1.0 or later	
		37410	0x9222	4.2.0 or later	
30-inch (762 mm)*	Metal	37408	0x9220	4.1.0 or later	Yes**
		37409	0x9221	5.0.3 or later	
		37426	0x9232	4.2.0 or later	

\* The Mac mini computer does not support a 30-inch monitor

\*\* Certification supported using Matchprint Virtual version 5.0.4 or later only

### What about the APPLE CINEMA Display 23 in and the Eizo ColorEdge CE240W Monitor?

Both monitors can deliver good color results, but due to the variability, uniformity and limited viewing angles observed with these models, they are no longer recommended. MATCHPRINT Virtual Technology continues to support the use of these monitor, but the qualified monitors listed above should be considered when making a new purchase.

### How does an RGB monitor accurately simulate CMYK?

MATCHPRINT Virtual color is anchored to the hard copy reference of the user's choice. The first step is building an accurate spectrophotometric model from measurements of the hard copy reference proof. This enables a CMYK profile that is coupled with a series of RGB color transformations. The result is accurate monitor color, providing the same visual stimulation to the user's eye as the reflected light from the hard copy proof. In addition to color customized to the user's preferred hard copy reference proof, Kodak provides standard color rendition options, such as newspaper, SWOP, or MATCHPRINT Virtual colors.

### Will this system take the place of conventional proofing systems?

MATCHPRINT Virtual Technology complements all existing hard copy proofing systems.

### How does MATCHPRINT Virtual Technology maintain color consistency?

Though specific color rendition is customized for each user or group of associated users, MATCHPRINT Virtual Technology, equipment, and calibration procedures are identical among systems the world over. Monitor calibration using the Kodak-supplied customized colorimeter and software is required every 24 hours. This process takes approximately five minutes per monitor.

### **What types of tolerances can one expect and how will they be measured and maintained?**

MATCHPRINT Virtual Technology provides the color accuracy and reliability users have experienced and come to expect of Kodak's high-end color proofing systems. The daily colorimetric calibration process helps ensure color consistency and reliability proof to proof, day to day, and location to location.

### **Are there comparable systems on the market?**

It is important to differentiate between MATCHPRINT Virtual Technology and the numerous "soft proofing" offerings on the market today. Proofs created with MATCHPRINT Virtual Technology provide accurate and dependable color CMYK viewing on RGB monitors for the first time in the history of the graphic arts industry.

### **How long will my LCD monitor last before it needs to be replaced?**

All LCD monitors decline in luminance over time, typically losing 50 percent of initial brightness in three years. At some point, you may notice that the brightness has reduced to less than what you would prefer for viewing color on-screen. Replace the LCD when this is the case.

### **Can I extend the life of my LCD monitor?**

Yes. By turning the LCD monitor off when not in use for extended periods (note that LCD monitors must be warmed up for one hour prior to any color-critical use with the MATCHPRINT Virtual Technology). The MAC OS allows you to go into your system preferences, choose the energy saver option, and designate a schedule for your monitor to power on and off. This way, it will be warmed up by the time the first person arrives at work.

### **Will ambient lighting impact my perception of color on-screen?**

Yes. LCDs are generally much brighter than earlier CRT monitors and can yield satisfactory color viewing under less stringent lighting conditions. However, ambient lighting and even objects or materials near the display can affect a user's color perception. Subdued lighting is preferred and incidental light (for example, from a window or an electrical light) should be avoided. Kodak recommends a shield or hood on the LCD to reduce incidental light.

### **Are there any other tips for using LCDs for color-critical viewing?**

Many people prefer today's lighter, brighter, and more compact LCDs over earlier CRT monitors. However, viewing angle is important. Kodak recommends the user view an LCD from a position directly in front of and perpendicular to the center of the screen.

### **Can I use the MATCHPRINT Virtual Technology on any LCD?**

No. Only certain LCDs are qualified for color-critical viewing with MATCHPRINT Virtual Technology.

### **Can I continue to use my usual software applications once MATCHPRINT Virtual Technology is installed on my computer?**

Yes. MATCHPRINT Virtual Technology is designed to operate alongside other software applications.

### **Is maintenance required on MATCHPRINT Virtual Technology?**

Kodak recommends following manufacturer recommendations for other components such as the computer and LCD.