

Consistent,  
color-accurate monitor  
proofing from  
creative to press

**Kodak**  
PressProof  
Software

# Bring monitor proofing into your pressroom

## Highlights:

- Provides consistent color guidance in the pressroom
- Saves costs by eliminating imposition and contract page proofs
- Reduces job cycle time with faster makeready and proofing
- Integrates separate prepress and press-side proofing operations via the **Kodak Prinergy Workflow System**

With continuing pressure on print service providers to reduce costs and delivery times, the industry is increasingly relying on monitor proofing for contract color. With **SWOP** certified **Kodak Matchprint** Virtual Technology, color-accurate monitor proofing is available throughout the job creation and approval process. **Matchprint** Virtual Technology is used with **Kodak PressProof** Software, extending contract-quality soft proofing beyond agencies, designers, and prepress, and into the pressroom.

**PressProof** Software allows operators to load proofs of surfaces at actual size for comparison with press samples, providing fast, efficient proofing. It also allows operators to work with complete surfaces or pages. The standardized proofs and consistent color management of **PressProof** Software results in predictable color, increased customer confidence, faster approvals, faster makeready, and dramatic reductions in time to market.

## Improved color guidance in the pressroom

With **PressProof** Software, pressroom operators are viewing the same color-accurate proofs during the print run as those viewed and approved by agencies, clients, and print buyers during file approval. Pressroom operators are not faced with the problem of trying to reconcile conflicting proofing sources with what is possible on press. This results in a smoother and faster process for achieving optimal color during the press run.

**Matchprint** Virtual Technology uses ICC and other industry standard profiles to define proofing color targets. **Kodak Color Services** are also available to create ICC profiles for custom proofing targets.

## Saving time and costs for printers and print buyers

**PressProof** Software allows printers to reduce the costs involved in making and shipping multiple rounds of hard proofs. Monitor proofs can be quickly delivered, reviewed, and approved in the context of a managed workflow, including a complete history and audit trail.

## Workflow integration and standalone options

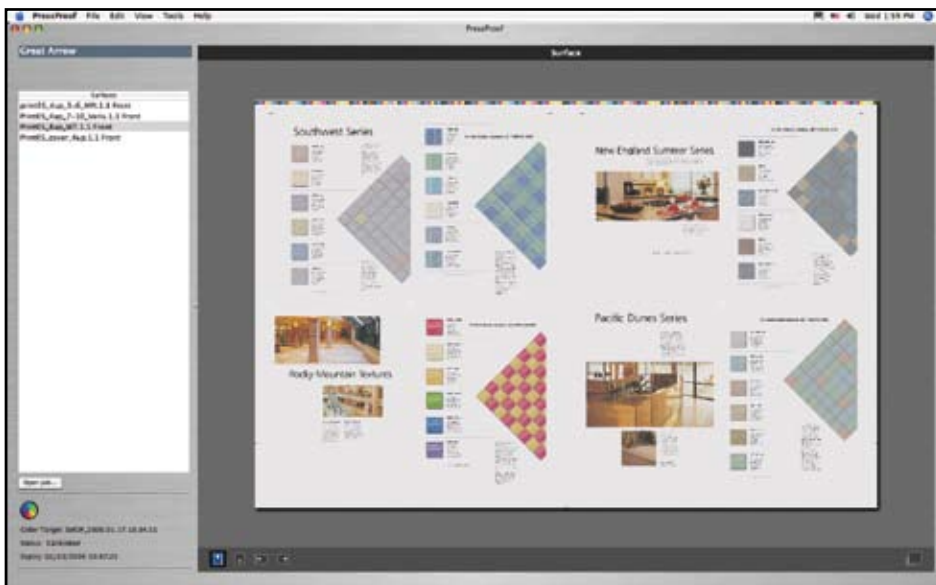
**PressProof** Software is tightly integrated with the **Kodak Prinergy** Workflow System. Combined, these products eliminate the need to manage separate prepress and press-side proofing operations.

As a standalone configuration, **PressProof** Software works with the **Kodak Prinergy Evo** Workflow System and other third-party systems.

## Business benefits of press-side proofing

The technical benefits of press-side proofing are clear, and translate directly into business benefits. Faster job turnarounds and billing cycles mean more work on press and improved revenue streams. You'll enjoy a closer relationship with existing customers and attract new business with enhanced product offerings. You'll also be able to work with customers regardless of geographic location.

Evaluating color images on a computer display is the next step in the evolution of proofing. Be one of the leading-edge printers making printed products better and more affordable.



**PressProof** Software allows operators to work with complete surfaces rather than individual pages or elements

## Part of a **Kodak** Unified Workflow Solution

**PressProof** Software is one of several portal products from Kodak—products that use the Web to facilitate the production process. Additional products in the suite include:

- **Kodak InSite** Creative Workflow System for managing the creative workflow
- **Kodak InSite** Asset Library for managing digital elements
- **Kodak InSite** Prepress Portal System, enabling online job submission and workflow integration
- **Kodak InSite** Desktop Preflight Software for error-free PDFs
- **Kodak Matchprint** Virtual Technology, the key enabler of color-accurate soft proofing

These production workflow products

combine with business, data, and color workflow products to create a single, integrated unified workflow that supports both conventional and digital printing.



# Kodak PressProof Software

Features	Benefits
<b>Matchprint</b> Virtual Technology	<ul style="list-style-type: none"><li>Consistent and accurate monitor color available from publisher to prepress</li><li>Viewing application displays signature with same physical dimensions as press sheet</li></ul>
<b>Mac</b> OS client	<ul style="list-style-type: none"><li>Designed specifically for pressroom use</li><li>Allows operators to quickly and easily work with color-accurate monitor proofs</li></ul>
Client-side and read-ahead caching	<ul style="list-style-type: none"><li>Surfaces are pre-rendered and cached for quick loading, panning, and switching of surfaces</li><li>Includes the ability to toggle between surfaces, allowing operators to check both front and back</li></ul>
ICC profile importing	<ul style="list-style-type: none"><li>Use existing ICC profiles or perform edits to profiles</li><li><b>Kodak</b> Color Services are available for creating or adjusting color profiles</li></ul>
White point adjustment	<ul style="list-style-type: none"><li>Allows adjustments to be made for paper tint without the need to adjust the color profile</li><li>Simplifies the process of creating and maintaining a set of color profiles for proofing</li></ul>
<b>Prinerger</b> System and third-party workflow integration	<ul style="list-style-type: none"><li>With <b>Prinerger</b> System integration, surfaces are automatically available as part of creating final output</li><li>Also available for <b>Prinerger Evo</b> Systems and third-party workflow systems</li></ul>
Separation controls	<ul style="list-style-type: none"><li>View information about the color separations that make up a surface and control which separations are displayed</li><li>Operators can easily check color separation information</li></ul>
Densitometer check	<ul style="list-style-type: none"><li>Check color densities of any area on a surface</li><li>Operators can easily check or verify color composition</li></ul>
Rotation	<ul style="list-style-type: none"><li>Rotations applied to a surface will be retained for any subsequent display</li><li>Operators can display a surface with the orientation that is most convenient</li></ul>

## Hardware requirements

- Controlled lighting: A large-format GTI booth or monitors mounted on the press console.
- Qualified monitors and mounting hardware: Either single or dual-mounted qualified LCD monitors. **PressProof** Software works with monitors from several vendors.
- Matchprint** Virtual Calibration Software: Qualified monitors must be calibrated daily to ensure they stay within tolerance.



**To learn more about solutions from Kodak:**  
Visit [graphics.kodak.com](http://graphics.kodak.com)

Produced using **Kodak** Technologies.

Eastman Kodak Company  
343 State Street  
Rochester, NY 14650 USA

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