

## Alwan CMYK Optimizer®

### Alwan CMYK Optimizer®

is the first Preflight, Standardization and Optimization software for four color separation files.

It allows design and prepress companies to quickly and accurately produce documents for problem-free printing. Printers gain the capability to control and improve the printability of files containing four color separations by optimizing the separation according to the actual process/press/paper.

*Standardized files using CMYK Optimizer will generate reproducible proofs as well as plates and cylinders that allow optimum printability and runability on press.*

### Preflight analysis for accurate CMYK separations:

CMYK Optimizer's "Preflight Check" mode performs a detailed analysis of the CMYK separation of images and the contents of PDF documents (images, tints, fonts and vector graphics).

Any non-compliant element is detected and listed in a report that can be used internally or shared with clients.

The following non-compliances can be detected:

- Excessive TAC
- Black generation
- Separations made with an incorrect ICC profile
- Presence of undesirable color spaces

### Standardization for customized corrections:

In "Check and Optimize" mode, CMYK Optimizer corrects only elements that have non-compliant color space and/or separation.

- "Preserve Original Separations" option ensures that original separations and Black channel remain untouched.

*Only areas with excessive TAC that may cause printability problems are corrected without any impact on original colors.*

### Optimization for perfect printing

CMYK Optimizer's «Optimize Always» mode allows you to adapt the separation of all the elements of a document to optimize their printing. All visuals in the same publication (editorial, ad 1, ad 2, etc...) will be color separated with the same profile and the same GCR which can be defined in line with your in-house standard or you printer's specifications.

*With an appropriate color separation common to all pages, the risk of set-off and compromise on the press is eliminated, make-ready is greatly facilitated, and the match between print and calibrated proof is perfect.*

**Alwan**  
Color Expertise



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**Alwan**  
Color Expertise



**GUARANTEED  
COLOR CONSISTENCY**  
from shoot to final print



**CMYK OPTIMIZER®**  
4 EDITIONS FOR 4 APPLICATIONS  
PHOTOGRAPHY/REPRO/PUBLISHERS/PRINTERS

## TESTIMONIALS

"Alwan CMYK Optimizer to repurpose CMYK files better than any other method that was tested in this evaluation... excellent color and visual results whilst saving the ink used" – PCM report for the GATF conference in December 2004.

"Alwan CMYK Optimizer allows us to check and optimize files separation of some clients in accordance with the group's presses and printing paper... more complex printing becomes, more indispensable CMYK Optimizer is." Laurent Marie – Technical Director of Quebecor Numeric.

"We recommend the use of CMYK Optimizer, because it addresses a real need for standardization of file separations. For us, it's the perfect complement to our standardization services and ISO 12467 certification. You can not have standardized printing without standardized data." Erwin Widmer – Managing Director, UGRA.

### REFERENCES :

#### PUBLISHERS/PREPRESS

IPC magazines, BBC magazines, Fresh Media Group/Colour systems

#### PUBLISHERS/PRINTERS

IPS, IGPM, Jouve, Polestar, Wyndeham Graphics, The Guardian, Debenhams Print, Groupe SEGO, News International, Imprimerie DULAC, Le Figaro (Roissy-Print), Groupe Maury imprimeur, Quebecor World (France and abroad)

### SYSTEM REQUIREMENTS

#### System

Mac OS X (10.3+) Intel or PowerPC  
Minimum: G4/512 MB RAM  
Recommended: dual-processor or higher/1 GB RAM per processor  
Optimized for dual-processors or higher

#### Supported file formats

Images: EPSF, JPEG, TIFF, PICT, PDF...  
Documents: PDF, PDF-X, EPS, TIFF-IT...

#### Networking

Easily integrates multi-platform networks via FTP, Samba, AFP connections etc...

#### Performance

Xserve G5 x 2 GHz, 2 GB RAM:  
1,300 pages per hour (broadsheet format, CMYK Optimizer Server 1.7 in «Check & Optimize» mode, 100% of files tested, 60% non-compliant files requiring optimization).T

### A Software for each step in the workflow

Alwan Color Expertise offers a range of four software editions within the Alwan CMYK Optimizer product family. Each edition delivers specific capabilities enabling each actor in the workflow to guarantee the color accuracy of produced jobs and to ensure optimum quality further down the line.

The different editions of Alwan CMYK Optimizer can seamlessly cooperate via a common Settings file that can be exported and imported between applications.

Photographers, publishers and printers can work seamlessly together using the same standards, in complete security and quality assurance.

### Standardized PDF in prepress

At the very start of the process, it is crucial for a service provider to supply files that comply with current industry file standards. This enables partners at every stage of the graphic production line to accurately proof and reproduce the files without any printing problems.

Alwan solutions ensure standardized files that can be used by anyone in the production line, anywhere in the world.

### Optimized files for problem-free printing

PDF files come from a variety of sources, they contain elements having different color spaces and separation options. These files need to be harmonized and adapted to suit the printer's actual printing conditions to ensure accurate rendering of the approved proofs.

MOTION IN TRANSPORTATION

# A Software for each step to ensure Color Consistency throughout the workflow

## CMYK.PHOTO optimizer

**STANDARDIZE**  
DELIVER STANDARD  
COMPLIANT FILES!



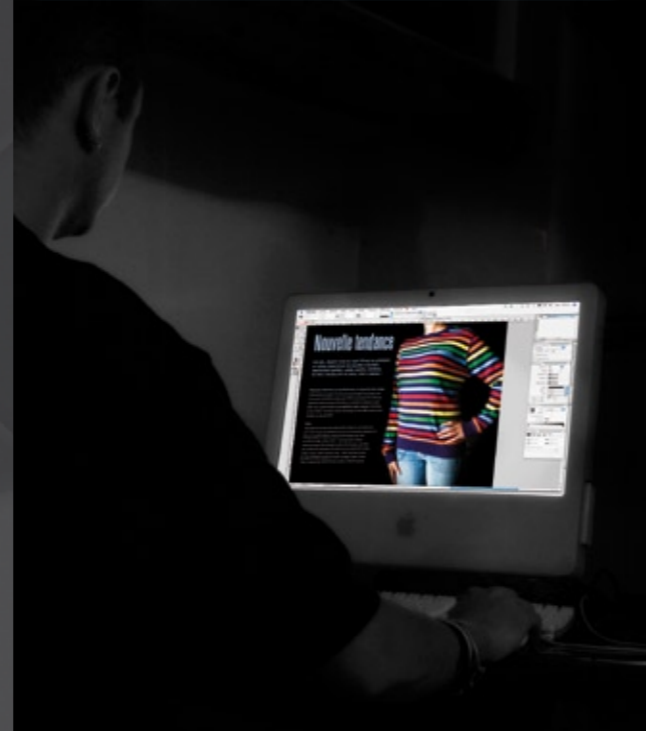
**FROM RGB TO CMYK**  
**THE SECURITY**  
**FOR THE PHOTOGRAPHER**

### FOR PHOTO PROFESSIONALS Studios, Labs, Photo Agencies...

- Professional quality four color separation
- Problem-free printing of images by the printer
- Reproducibility of proofs by the printer
- Standardization of images in accordance with ISO standards and ECI ICC profiles
- Compliance with ECI and Ghent Working Group specifications

## CMYK.PUBLISH optimizer

**STANDARDIZE**  
DELIVER STANDARD  
COMPLIANT FILES!



**THE SOLUTION**  
**FOR PROOF AND**  
**PRINT PREDICTABILITY**

### FOR PUBLISHING PROFESSIONALS Publishers, Agencies, Repro...

- Preflight and Standardization
- Problem-free printing of documents and advertisements
- Reproducibility of proofs by the printer
- Standardization of files in accordance with ISO standards and ECI ICC profiles
- Generated PDF files compliant with the certified PDF/X1a and PDF/X3 files

## CMYK.PRINT optimizer

**OPTIMIZE**  
ADAPT YOUR FILES  
FOR PRINTING



**GUARANTEED**  
**PROOF TO PRESS**  
**MATCHING**

### FOR SHEETFED AND WEB PRINTERS

- Faster and easier make-ready
- Matching print and proof
- Improved printability and runability
- Elimination of set-off and warping due to excessive TAC
- Significant reduction in wastage and ink consumption

## CMYK.PRINT optimizer GOLD

**OPTIMIZE**  
ADAPT YOUR FILES  
FOR PRINTING



**PROFITABLE**  
**PROCESS**  
**FOR LARGE PRINTERS**

### FOR HIGH VOLUME PRINTING Web Offset and Gravure

- 2 production software with load balancing for fast and secure production
- Faster, easier make-ready
- Matching print and proof
- Improved printability and runability
- Elimination of set-off and warping due to excessive TAC
- Significant reduction in wastage and ink consumption