



Dear NAME,

We'll be showing the latest and greatest from SpotOn! and ProofPass at the Color Management Conference in Phoenix, December 6<sup>th</sup> – 8<sup>th</sup>. I hope you'll come by and allow us to show you the impact the combined products are having on today's printing process to empower color accuracy from prepress through production. For just under \$3,000 the combined offering is a great value and worth a look!

If you cannot be at the Conference, just reply to this email and we can schedule a WebEx demonstration.

Cheers!

Monique Tindall  
SpotOn! Press

**News Release -- For Immediate Release**

## **SPOTON! AND PROOFPASS.COM TO COLLABORATE TO OFFER ENHANCED PROCESS CONTROL TOOLS**

### **News Highlights**

- SpotOn!™ and ProofPass® will work together to improve color consistency and accuracy to G7® specifications and shop tolerances;
- ProofPass will enable SpotOn! to access client/server-based data to centralize quality control;
- Together, SpotOn! and ProofPass will report valuable data on deviation from standards and variations to improve the overall printing processes.



**PORTLAND, OREGON** – November 19, 2009 -- SpotOn! Press and ColorMetrix announced today that they will collaborate on interoperability between SpotOn! software and ProofPass.com to make process control for printing and proofing more efficient and easier to implement. Together, ProofPass.com and SpotOn! will empower printers to track deviation from the ISO 12647-2 standard and analyze trends as they relate to inks and overprints. Users will also be able to monitor G7 Neutral Print Density Curves and gray balances while tracking variances during the printing process. Interoperability is scheduled to be available 1Q2010.

SpotOn! is a software tool that provides a visual dashboard of press conditions, enabling printers to fully realize the benefits of standardization and process control in the press room, in accordance with GRACoL® and SWOP® specifications. ProofPass is a scalable internet-based client server application for verifying color accuracy. This is accomplished via a process control system that measures color values on monitors and hard copy proofs, as well as press images.

### **ColorMetrix Quote: Jim Raffel**

“The interoperability between ProofPass and SpotOn! truly empowers prepress and the press room to fully embrace process control, which will reduce costs and improve customer satisfaction. It is not often that you find two products so complimentary, that when used together, enhance each product's functionality. Both ProofPass.com and SpotOn! share the core values of being easy to use and easy to understand.”

### **SpotOn! Quote: Bruce Bayne**

“It is a natural progression for process control tools to be client/server based, as this helps centralize quality control. After reviewing ProofPass' features and functionality, we saw a synergy between the products that went beyond what a server-based version of SpotOn! could offer. There is no overlap in the information reported. The combination of products work together, creating a huge advantage in the breadth, width, and depth of information that prepress and pressroom staffers can use to improve quality and reduce errors.”

### **SpotOn! Technology**

SpotOn! displays how a press or proofer performs to the ISO 12647-2 standard for inks and overprints, along with the G7 Neutral Print Density Curve and gray balance. Users run an i1<sup>®</sup> scanning spectrophotometer over the color control strip and SpotOn! automatically generates easy-to-read graphs and tables arranged in a 'dashboard' style layout. The technology filters collected data by job number and name, customer, press, operator, paper, run length, and more.

Using this filtered data, trend charts are generated showing variance from the ISO standard, Neutral Print Density Curve deviation, gray balance deviation, density to deltaE trends, and density to NPDC and TVI trends. This trend data helps printers notice shifts in the process and aides them in making adjustments to keep the presses and proofers performing as close as possible to specifications.

### **ColorMetrix Technology**

ProofPass.com provides instant pass/fail color verification and process control. This includes analysis of remote color diagnostics, brand color management, proof-to-proof and proof-to-press comparison, and trends. The unique client/server internet architecture supports multiple test strip formats and user-defined reference values.

ProofPass confirms daily conformance with an internally developed standard by measuring each sample utilizing the straightforward wizard-based interface coupled with a scanning spectrophotometer for instant pass/fail verification. Detailed results are then reviewed in a web-based diagnostics tool to track and expose any minor printer or workflow problems before these problems become significant.

### **About ColorMetrix**

ColorMetrix Technologies, LLC develops color verification and process control solutions for worldwide measurement of critical color through utilization of internet technology. For more than thirteen years company co-founders James Raffel and Michael Litscher have applied their unique educational and work experience to understanding customer needs and producing viable easy to use solutions. Customers worldwide utilize the client/server ProofPass.com internet color verification service. The ColorMetrix Advantage combines company produced software, industry knowledge of color and instrumentation, and professional consulting services to provide end-to-end color verification and process control solution for customers. Learn more at [www.colormetrix.com](http://www.colormetrix.com)

## **About SpotOn! Press**

SpotOn! Press, LLC is a software developer for the printing industry. Bruce Bayne, founder of SpotOn! Press, has over 30 years in the printing industry and is a GRACoL Certified Expert. Bayne specializes in color management and prepress workflow hardware and software solutions and uses this experience to create unique and valuable software tools for prepress and the pressroom. SpotOn! Press is headquartered in Portland, Oregon and has dealers across North America. Learn more at [www.spotonpress.com](http://www.spotonpress.com).

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