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NEWS RELEASE
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ColorManagement.com announces "Color without Chaos" seminar series.

One-day events sponsored by ColorBurst, Eizo, Epson, GTI, Pantone, Quark, X-Rite and Create magazine to help print buyers, creatives and marketing personnel use color management to take control of print standards

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San Jose, CA (March 3, 2005) - When it comes to managing color from the originator to the press, print buyers, designers, in house corporate communications departments and their printers often have learned that nothing happens until there's a crisis. To help resolve color problems before it's too late, ColorManagement.com, the web portal for news, information, support, and sales of color management technologies for consumers and graphic professionals, announces "Color without Chaos", a series of color management seminars for print buyers to be conducted in five major print buying markets throughout the US during April and May, 2005. Joining ColorManagement.com are eight co-sponsors: ColorBurst Systems, Eizo, Epson, GTI, Pantone, Quark, X-Rite and Create magazine.

Content for the color management seminars was prepared by Ron Ellis of Ron Ellis Consulting, a new member of the ColorManagement.com premier group of consultants, and will be presented by two other ColorManagement.com premier consultants: Eric Magnuson, founder of Left Dakota, who brings with him years of color management experience for the electronic publishing market, and Greg Exelby of Greg Exelby Consulting, whose 30 years of expertise in the pressroom is invaluable to his clients. In addition, local

ColorManagement.com premier consultants will be on hand to help answer questions.

Take control of your color

Very often, the proof doesn't match, the printed piece is disappointing, and there are inconsistent results from the printing companies. The one-day seminars will demonstrate color management can be used to the benefit of print buyers and the creative community. Attendees will learn how to make proofs that match and how to use cost-effective quality control tools to verify results and eliminate vendors who do not meet their standards. They will also see a demonstration of a soft proof system that is accurate whether the printing is conducted in China or next door.

Topics to be covered during the seminars should answer questions such as:

- * What is color management?
- * Can I trust my proof?
- * What is a profile and how do I use it?
- * Why is my printed piece so far from what I expected?
- * What should I look for during a press check?
- * Why is "accurate color" so subjective?
- * How do I calibrate a monitor?
- * How do I hold my printer accountable?
- * How do you color manage hexachrome printing?

"Print buyers, advertising and design agencies need to be informed about press checks from a press operator's point of view. Many people are intimidated by the process. Imagine if proofs actually matched, your monitor was accurate, and you had the tools to see which printing companies really produced good color. At the color management seminar, we can empower the creative community to avoid subjective evaluations by providing the tools and information they need to control final color on press. This knowledge will allow them to make better print buying decisions," explains Greg Exelby.

"In this day and age, many prepress departments have reluctantly relinquished color control, where it has moved upstream to the creatives. It's extremely challenging to handle color from files received from twenty or more customer sources, and there isn't much time to resolve accurate color on two to three day turnarounds," remarks Eric Magnusson. "Color management works. Out of the box, open architecture systems are 95% solutions, and that's pretty darn good. We hope to show attendees how to make these systems work for them."

Seminars will be conducted in the following metropolitan areas:

April 19: Los Angeles

April 21: San Francisco

April 26: Chicago

April 28: Minneapolis

May 3: New York

The sponsors of "Color without Chaos" suggest that anyone who works with color should not wait for a crisis. For more information or to register for the seminar, users can visit www.colormanagement.com.

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About ColorManagement.com

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