



## Press Release

For immediate release

### **GMG Americas shows complete color management solutions at Graph Expo 2012**

**Exhibit at booth 641 highlights the ProductionSuite workflow focused at wide format printing, as well as new cloud and spot color solutions introduced at drupa**

**Hingham, MA USA (September X, 2012)** – At booth 641 during Graph Expo 2012, GMG Americas, a leading developer and supplier of high-end color management software solutions, will showcase solutions for the color management and proofing of a wide array of print, from offset to flexo to wide format to digital. On display will be two solutions introduced at drupa: GMG OpenColor, a revolutionary spot color tool for labels and packaging greatly extends color control and repeatability; and GMG CoZone a comprehensive cloud solution for professional media and color management users that redefines how color management will be used in the future. With more and more wide format presses finding their way onto the Graph Expo show floor, GMG will be featuring Production Suite, a complete workflow solution for automated, standardized and color consistent wide-format production. In addition, advances and upgrades to the GMG prepress portfolio, featuring products such as GMG FlexoProof, GMG ColorProof, GMG ColorServer and GMG InkOptimizer will all be showcased.

#### **GMG OpenColor: Accurate color, no matter the process**

GMG OpenColor creates high-quality multicolor profiles that simulate the printing behavior of diverse printing technologies, media types, and screens—if necessary, without use of ‘proprietary chart based’ press fingerprinting. While the increasing use of multicolor printing reduces the amount of press units used by assuring accuracy to the necessary spot colors, there must be the ability to simulate spot color overprints, a big challenge for printers. GMG OpenColor addresses this complex problem, resolving CPC color accuracy expectations across different printing processes and numerous converters.



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GMG OpenColor analyzes each ink color and substrate, applying them to a specific printing process (flexo, offset, digital, gravure). Then process-specific information is added (ink rotation, trapping, etc.), and the final press condition is simulated. If needed, OpenColor can create a profile with very few color wedges automatically on the fly—step scales of spot colors on the substrate. Adding additional overprint readings increases accuracy. OpenColor supports up to 15 colors, is offered with standard targets, and is compatible with Equinox, Hexachrome, and other multicolor technologies.

### **GMG CoZone: A comprehensive cloud solution for professional media and color management users**

CoZone is GMG's new, modular cloud-based tool for companies across the entire print supply chain. Many companies just don't have the resources to manage color the way they want, along the entire supply chain. How do they connect? CoZone is GMG's new, modular cloud-based tool for companies across the entire supply chain from creation to press. It's a flexible, modular-based business model, without the need to use expensive local hardware or software, appeals to small agencies as well as large corporations. With CoZone customers can let people collaborate on files without additional investment in infrastructure and support, CoZone dynamically provides the resources needed with little user interaction. In its first release CoZone.Collaborate is available for collaboration and approval of PDF or image documents. Later this year multimedia and web file formats will be fully supported for collaboration as well. With CoZone.Collaborate the entire approval/sign-off experience is more collaborative and streamlined.

CoZone.Collaborate lets users track project status and efficiently manage the production processes. GMG CoZone will continuously evolve to a complete end-to-end solution. The next steps are CoZone.Manage to apply color management to files in the CoZone cloud and CoZone.Deliver the integration to the cloud of local GMG ColorProof systems. Deliver will enable CoZone customers to create and track hard proofs at practically the click of a button anywhere on the world to verify content and color accuracy on GMG-quality hard proofs, providing a true quality reference at the end of the complete process.

### **GMG ProductionSuite wide format workflow delivers repeatable perfection**



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GMG ProductionSuite is the most comprehensive production solution for signs and displays. This innovative product delivers both GMG's typical, quality-oriented color management as well features for those who put strong emphasis on productivity. It currently supports over 800 output devices. A flexible licensing model permits custom installation: from a simple configuration on one computer with only one RIP, one Editor and functions for driving one or two output devices, all the way to an extensive decentralized configuration with several editors that can send jobs to over ten printers and cutters.

GMG ProductionSuite comprises four modules. The GMG ProductionSuite Editor is the application's central processing unit with simple, intuitive tools support highly efficient workflows. A user can monitor every single detail of the end result prior to actual printing and, if necessary, edit work right in the application. For example, it takes just a few mouse clicks to define and position pockets, hems, grommets and pole pockets—or to change individual images, texts, graphics or other elements. The GMG ProductionSuite RIP runs in the background, entirely independent of the work steps in the Editor. Print jobs requiring full computing power can be prepared while others are at the RIP. Based on definitive color profiles and printer calibrations, the integrated SmartProfiler can identically align several printers. One fundamental feature in this connection is the precision processing of spot colors. With this GMG technology, previously reserved for high-end proofing, spot colors can be converted precisely to the printer's color gamut. With the GMG ProductionSuite PrintStation data can easily group and prepare data for production. Individual print jobs can be variably combined and optimized to ensure optimum material use and cutting sequences.

With its additional functions, such as Industrial Cutting, True Shape Nesting, Screen- and Variable Data Printing, GMG ProductionSuite fulfills some of the more unique sign and display requirements.

### **Partners demonstrating accurate color at Graph Expo**

GMG color management solutions will also be demonstrated at partner booths during Graph Expo. Pitman, an Agfa Graphics company and a GMG reseller, will demonstrate GMG's broad portfolio of color management solutions at booth 627. The Color Management Group's (booth 353) and its consortium of certified consultants will also be available for in-depth demonstrations of GMG solutions.



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“GMG is visiting Graph Expo this year with a wide range of products that were not on display a year ago. In just a few short months, ProductionSuite has been adopted by quite a number of wide format printers. And, we are already seeing strong interest in CoZone and OpenColor, two solutions introduced at drupa,” reports Joe Varone, GMG Americas Vice President of Sales. “As the trend to digital printing becomes even more significant, we believe it is paramount to offer consistent color between a broad range of print processes, to satisfy brand owners. For that reason, GMG believes that GMG ProductionSuite, GMG OpenColor and GMG CoZone will continue to be well received — along with our other color management and proofing solutions.”

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**About GMG:** GMG is a leading developer and supplier of high-end color management software solutions, founded in 1984 and located in Tuebingen, Germany. With more than 25 years of experience in the graphic arts industry, the GMG brand is synonymous with a guarantee for high-quality solutions for everything to do with color. GMG's goal is to provide complete solutions for standardizing and simplifying the color management workflow in order to achieve consistent colors on all media types and with any printing technology. Today, more than 11,000 systems are in use among customers around the globe. These span a wide range of industries and application areas including advertising agencies; prepress houses; offset, flexo, packaging, digital, wide format and gravure printers. GMG is represented by branches and authorized dealers the world over.

**About the GMG solutions:** Based on the 4-D color-transformation engine, the proofing solution GMG ColorProof provides the most accurate way of calibrating digital inkjet proofing devices to produce contract color proofs precisely matched to the printing process. GMG DotProof® enables users to generate contract quality halftone proofs, using the original bitmap data of the output RIP. GMG FlexoProof is specifically tailored to the needs of the packaging industry, simulating any kind of substrate structures and creating contract quality halftone proofs. GMG OpenColor offers precise and predictable spot color reproduction and creates high-quality multicolor profiles based on its unique spectral color management technology. GMG ProofControl guarantees reliable and complete quality control of digital color proofs based on a defined standard. GMG ProofMedia is a range of proofing-specific substrates manufactured to strict tolerances specifically for color critical applications. [www.proofr.com](http://www.proofr.com) is an internet platform enabling online proofing services in GMG quality through a worldwide network of remote proofing locations. GMG ColorServer, with automatic hotfolder technology and based on the Adobe® PDF Library, provides fully automatic color conversions for all printing processes – CMYK-to-CMYK, RGB-to-CMYK and RGB-to-RGB. GMG InkOptimizer automatically reduces chromatic colors, thus providing cost savings by reducing unnecessary ink usage, along with better print stability on press. GMG FlowConnect enables the complete integration of the color management solutions GMG ColorServer and GMG InkOptimizer into current workflow systems. The GMG SmartProfiler wizard allows the profiling and calibration of different output devices, such as digital presses or large format systems, easily and quickly. United in this one application, the GMG ProductionSuite offers the entire range of functions required today in a modern wide-format production environment: efficient job preparation, data preflight, color management, identical repetition, lower cost through reduced ink consumption, etc. GMG CoZone is a modular, cloud-based solution for professional media and color management users to interact with clients and suppliers to approve, manage and deliver design work and multimedia files.

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