



NEWS RELEASE
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Clark Omholt of Spectraflow, LLC, ColorManagement.com
Premier Consultant, completes largest EFI Colorproof XF
installation in the country

Landor Cincinnati drives six HP inkjet printers with EFI Colorproof XF

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Cincinnati, OH, (September 13, 2005) – Clark Omholt of Spectraflow, LLC based in San Rafael, CA completes the largest EFI Colorproof XF installation in the country at Landor Associates, a strategic brand consulting firm, in Cincinnati, Ohio. Landor develops and produces many packaging concepts in their Cincinnati office using six HP large format DesignJet printers (four DJ5500s, two DJ5000s) and over ten different media which presents workflow challenges. “Because each printer had its own unique way of rendering color, we had designers insisting that all their prints be done on only one or two printers, which can create quite a backlog” says Senior Technology Manager, Lani Wilson.

Landor’s decision to acquire EFI Colorproof XF RIP software to drive all six printers using one high-end server was based on the desire to reduce RIP times and improve print consistency and accuracy. Spectraflow, LCC, a San Francisco Bay Area color consulting and integration firm was hired to help with the installation. Clark Omholt, Spectraflow’s President, comments “This job was very exciting for us because this is one of the largest Colorproof XF installations in the country and we were able to achieve great results.”

Using Colorproof XF’s sophisticated calibration tools, Spectraflow was able to make each of the printers’ output closely match one another, to the point where all six printers are using just one ICC profile for each media, greatly simplifying the job of profile management. Adds Wilson, “Designers who used to refuse to use the DJ5000s because

they were so different are now unable to tell if two prints came off the same or different printers. This allows us to get additional productivity from our older printers. We are also excited that our Pantone colors are matching so much better.”

End

About Spectraflow

Clark Omholt is founder and president of Spectraflow, a San Francisco Bay Area firm specializing in everything to do with color: product sales, installation and integration services, training, and technical support. Spectraflow assists clients with workflow solutions that range from the relatively simple to complex. Spectraflow's clients include photographers, designers, printers, agencies, and Fortune 500 corporations. Clark is also a founder and board member of the San Francisco Digital Imaging Users Group (SFDIG). He has also spoken on digital imaging at numerous trade events such as Seybold, PMA, and the GATF Color Management Conference

For further information, contact Spectraflow at 415.472.0130 or info@spectraflow.com.

About Color Management

Color Management is the umbrella group for a number of color management products and services organizations including, ColorManagement.com, a web site portal for news, information, support, sales and services of color management technologies for consumers and graphic professionals. The site provides resources such as events, training opportunities, and webinars. ColorManagement.com provides a single ‘business’ entity for national accounts, strategic partners and manufacturers to do business with the Color Management Group, the best color management consultants across the country – all of which are listed as premier level consultants on the ColorManagement.com web site. The Color Management Group is a ‘think tank’ consortium of consultant-based resellers who work together to conduct co-marketing activities such as trade shows and special events, and share technical information / knowledge. Admission to the Color Management Group is by peer sponsorship. Color Management is the sponsor for the Color Management Group and ColorManagementGroup.com.

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