



## SpotOn! Software Monitors Changes and Trends on Presses

For Immediate Release  
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**Portland, OR. December 10, 2007, Alder Technology, Inc** announced the release of SpotOn! Software to help printers and printing professionals monitor the printing conditions of a press.

SpotOn! makes it easy for any print shop or printing professional to test and generate reports showing the consistency of their printing process. “The process is very simple,” said Bruce Bayne, Owner of Alder Technology, Inc. and a founding member of the Color Management Group. “Simply run an Eye-One® scanning spectrophotometer over the color control strip and SpotOn! automatically generates reports.”

The reports include solid ink density, ink accuracy to ISO standards, G7™ neutral print density deviation, trapping, TVI (dot gain), gray balance deviation and gamut. SpotOn! enables printers to achieve and maintain optimum results to the GRACoL® and SWOP® specifications by evaluating/ monitoring how a press is performing over time.

In the past, press operators and print professionals would spend a great deal of time evaluating how presses are printing by doing scans and data-crunching by hand. SpotOn! automates the evaluation process, plus it gives much more detail, with deeper analysis, than previously available. The software also trends the data so that printers can see affects on the press when paper, ink, or other factors are changed.

The software is easy to use – “you do not have to be an engineer or a press expert to utilize this tool and understand what the reports are telling you”, added Bayne. Users are able to monitor the printing process and trend possible problems at any given moment, thereby producing a higher quality product with fewer re-do’s. “All this helps our customers produce more consistent results, match proofs better, reduce waste, and improve customer satisfaction,” said Bayne.

### **About Alder Technology**

Alder Technology specializes in Color Management and Pre-Press Workflow hardware and software solutions. Alder Technology helps Printers, Publishing Companies, Ad Agencies, Graphic Design Firms and Photographers maximize the return on investments by increasing

productivity while reducing errors and producing high quality printed images. Bruce Bayne, Owner and President of Alder Technology, has over 30 years in the industry and is a GRACoL Certified Expert. Learn more at [www.aldertech.com](http://www.aldertech.com).

GRACoL is a registered trademark of IDEAlliance.

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**About the Color Management Group**

The Color Management Group, founded in 2003, is a growing worldwide “think tank” consortium of premier independent consultant based resellers and their Silicon Valley Distributor who share technical information and work together to conduct marketing activities. Members provide pre-sales assistance, product sales, integration, training, and technical support of color management solutions and G7 related technologies. The groups’ alliance companies bring copious years of experience supporting clients across continents and industries while maintaining direct relationships with leading vendors. CMG members hold myriad technical certifications and host a broad array of educational WebEx sessions, seminars and events that provide knowledge and insights into the newest techniques and technologies on an ongoing basis – thus providing a technical beacon and watchdog to our industry.

For more information about the Color Management Group or Graph Expo, contact Lida Jalali Marschke at 408-779-7858 or visit [www.colormangementgroup.com](http://www.colormangementgroup.com).

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