

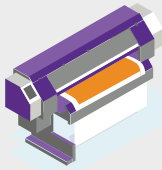


When it comes to Color Management



IMAGE COLOUR SPACE

An image's color gamut refers to the entire range of colors that are present or can be displayed within that particular image. It represents all the colors and hues that the image contains, from the brightest and most vibrant to the darkest and subtlest shades.



PRINTER'S GAMUT / TARGET COLOR SPACE

The gamut of a digital printer refers to the entire range of colors that the printer is capable of reproducing, using CMYK.

Adapting your images color space to your printer's CMYK range can lead to color loss and shifts, often requiring a color management system to find suitable substitutes, known as rendering intents, when certain colors can't be accurately replicated.

Which path do you take?

Conventional ICC Rendering Intents

Device-Link



PERCEPTUAL

Compresses/Shrinks an image to fit the color space. This method can shift colors, even those within the source and destination devices' gamut.



COLORMETRIC

Colors outside the destination gamut are clipped and brought to the gamut boundary.



Unlike traditional methods, **Device Link** provides a nuanced approach to color management, ensuring accurate reproduction across diverse elements of the image.

80% of the image: Absolute colorimetric strategy is implemented.

Extremities: Gradually adjust to maintain visual integrity; features like complexion (skin tones) remain unchanged, while vibrant colors such as reds retain their vibrancy.

Grayscale Rendering Intents

Conventional ICC Rendering Intents



Device-Link



“Slightly Tilted” in the color gamut refers to the deviation from a perfectly straight black and white axis, caused by printers using color mixtures to approximate true black and white, potentially leading to a subtle tint in printed black and white images.



“Axis Gray” pertains to the printer’s ability to produce a range of gray colors. An ideal axis gray should be straight, with even progression from white to black. Any deviation from straightness may cause grayscale images to have a greenish tint when printed.



Device-Link is a printing rendering intent that retains the image’s white point while adjusting out-of-gamut colors to the nearest available printer colors, potentially causing slight color shifts but ensuring neutral grays. It employs a combination of 80% absolute colorimetric and 20% relative colorimetric using Industry proven algorithms like VISU™.

ICC profiles contain information about the color characteristics of a printer using predefined color mappings.

Spot Colors



VISU™ Device Link offers more flexibility in terms of creating custom color mappings. Can be useful for achieving better spot color stability, especially when printing on different types of printers or papers.

VISU™ is your AI color expert in a convenient package, offering efficient CMYK conversion and substantial ink savings.

VISU™, our exclusive "secret sauce" for superior color management. We've harnessed the power of device-link technology to deliver this innovation.

Summary

Creating an ICC profile from scratch can be a complex and time-consuming process. It requires the use of a color expert and specialized equipment.

The **VISU™ Device Link** process is operator-driven. This means that the operators are responsible for adjusting the colors of the images. They use the color profile and the traffic light system to help them achieve the desired results with no specialist skills required, in a few clicks.

