

# Print at ISO 12647/Fogra standard regardless of paper, press and output system



The first automatic color management system for offset and digital presses

## ISO 12647 standard colors

ISO 12647 standard ICC profiles (Coated FOGRA39, ISO Coated, ISO Coated v2) allow you to come close to this standard when you print in offset on coated paper, as long as the PDF files were prepared correctly.

Thanks to its direct connection with a spectrophotometer, binuscan CMS Server allows you to respect the ISO 12647 standard, whatever the press (offset or digital) and paper (coated, uncoated...).

Even better, binuscan CMS Server guarantees accurate colors, within the ISO 12647 standard, even if the PDF files you have to print were not prepared by qualified professionals (Microsoft Word or Power-Point files... etc).

## Accurate colors regardless of printing stock

Without binuscan CMS Server, your customers' files will be printed differently on coated or uncoated paper, or on different presses.

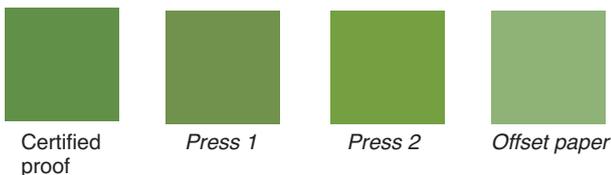
Each print dot in a CMYK file is made of Cyan, Magenta, Yellow and Black values and each of these have a corresponding value in the reference Lab color space.

A proof is called ISO/Fogra 39 certified when the printed colors, measured in Lab using a spectrophotometer, match the Lab values in the original file set to this standard.

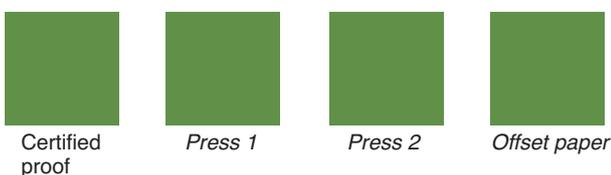
A certified proof shows the "right colors"!

Without binuscan CMS Server, CMYK values will have a different colorimetric rendering on every different press and paper, since the Lab references are not used.

For example: CMYK 70, 30, 95, 0 will result in different greens, varying with the press and paper.



The certified proof only will give you Lab values matching the original file in ISO Fogra 39. For CMYK: 70, 30, 95, 0, Lab: 54, -27, 37.



With CMS Server, the CMYK values sent to the RIP are modified in order to obtain the original's Lab colors, as with an ISO certified proof

## Optimize printing and save up to 30% ink

For each printing dot, binuscan CMS Server searches the press profile for the different CMYK formulations matching the desired Lab value, and selects the most cost effective ink formulation. Moreover, in offset printing, ink saving will allow for an immediate gray balance, more brilliant colors, reduction of metamerism and printing with less water for a more consistent print run, faster drying, and less paper waste.

*Metamerism: modification of colors due to lighting conditions. A print will render differently whether it is viewed in daylight or artificial light (office, kitchen...).*

