

The background of the advertisement features a dynamic, abstract composition of swirling, translucent ink colors in shades of blue, green, yellow, orange, red, and purple. A thick, bright yellow diagonal line cuts across the scene from the top right towards the bottom left. The overall aesthetic is clean and modern, with a light blue gradient background.

Kodak

Ink Optimizing Solution

Optional feature for **Kodak ColorFlow** Software

Savings, stability, repeatability

The **Kodak** Ink Optimizing Solution is an option for **Kodak ColorFlow** Pro Software that enables the creation of CMYK ICC DeviceLink profiles with a high level of GCR to achieve press stabilization and ink savings on press.

The Ink Optimizing Solution applies sophisticated color-conversion intelligence to convert color blends and reduce the amount of CMY ink without affecting the appearance of color images or the sharpness of text or line art. Actual ink savings vary depending on the amount of color, and the color blends in a job, but ink savings of up to 30% are common.

Proprietary GCR algorithm maintains true colors

At the core of the Ink Optimizing Solution is an ICC DeviceLink color profile that applies color-conversion algorithms to CMYK process blends. The profile measures color blends, then converts them to ink-reduced blends that create the same visual result on press.

The Ink Optimizing Solution profile preserves pure primary and secondary colors, for sharp, crisp reproduction of black text, vector graphics, and other pure color elements. The profile also limits Total Area Coverage (TAC), for additional ink control.

Image stability reduces makeready & waste

By building images with more black rather than CMY ink, the Ink Optimizing Solution improves the consistency of color reproduction through the mid-tones. At press time, this decreases makeready and startup waste. This also increases the consistency of reprint jobs and dramatically enhances image appearance despite sight registration errors.

Drier printing & less web growth

Reducing ink usage makes the entire printing process drier, resulting in a number of benefits on press—including cleaner runs and faster absorption, decreased fan-out or web growth and possibly higher printing speeds.

Time savings & flexibility with workflow integration

Kodak ColorFlow Pro Software integrated with Kodak Prinergy Workflow results in streamlined processes, more flexibility and substantial time-savings. The workflow is fully automated without the need for any additional software. Ink optimization can be applied at input or output for press change flexibility even at late stages to bypass reprocessing time. In addition, the Ink Optimization Solution can be utilized on images, graphics or both.

Adaptability to diverse workflow

In addition to Kodak Prinergy Workflow, the ink optimized ICC DeviceLink profiles can be easily exported for use with Kodak NewsManager Workflow or adapt to any workflow supporting ICC-compliant DeviceLink profiles



Before Kodak Ink Optimizing Solution applied



After Kodak Ink Optimizing Solution applied

Measure & see cost saving onscreen

Integrated within Kodak Prinergy Workflow, you can view detailed ink reductions and cost savings via Virtual Proofing Software (VPS). Easily view separation processes and precisely measure reductions in ink coverage and usage.

Workflow

- *Kodak Prinergy Connect Workflow 5.1 and higher
- *Kodak Prinergy Evo Workflow 5.1 and higher
- * **Kodak ColorFlow Pro Workflow edition** required to run **Kodak Ink Optimizing Solutions**

To learn more about solutions from Kodak:

Visit graphics.kodak.com
Or in North America, call +1-800-336-8868.

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It's time for you **AND** Kodak