

The Road to Approval

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TECHNOLOGY AS A STRATEGIC TOOL

Soft Proofing Overview

- What is Soft Proofing?
- How are Mervyns, JCPenney and Hallmark using Soft Proofing technology?



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Soft Proofing Overview

BACK TO BASICS

- **What's a proof? What is it for?**
 - To validate what's in a file
 - To predict / emulate print characteristics
 - As a color guide on press
- **What's a Digital Soft Proof and how is it used?**
 - To validate what's in a file
 - To predict / emulate print characteristics
 - As a color guide on press



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Soft Proofing Overview

- **TWO TYPES OF SOFT PROOFS**
 - **Content Soft Proof**
 - **Contract Soft Proof**

Which one is right for you?



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Soft Proofing Overview

- **COLLABORATIVE CONTENT SOFT PROOFING**

- Saves time (don't have to wait for mailed proofs)
- Saves money (don't have to overnight proofs, no bluelines costs)
- Collaboration by the entire team with shared responsibility
- No cost to user (or little cost)
- Audit trail of all activity (who asked for what and when), alterations and potential charges



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Soft Proofing Overview

- **COLOR ACCURATE CONTRACT SOFT PROOFING**

What do you need to get started?

- **Software and hardware**
- **A good supplier or suppliers**
- **An iron stomach, endless curiosity and a good sense of humor**



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THANK YOU!!

QUESTIONS & ANSWERS



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