

2008 Gravure Premedia Conference

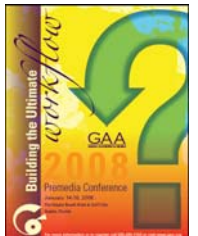
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Kodak



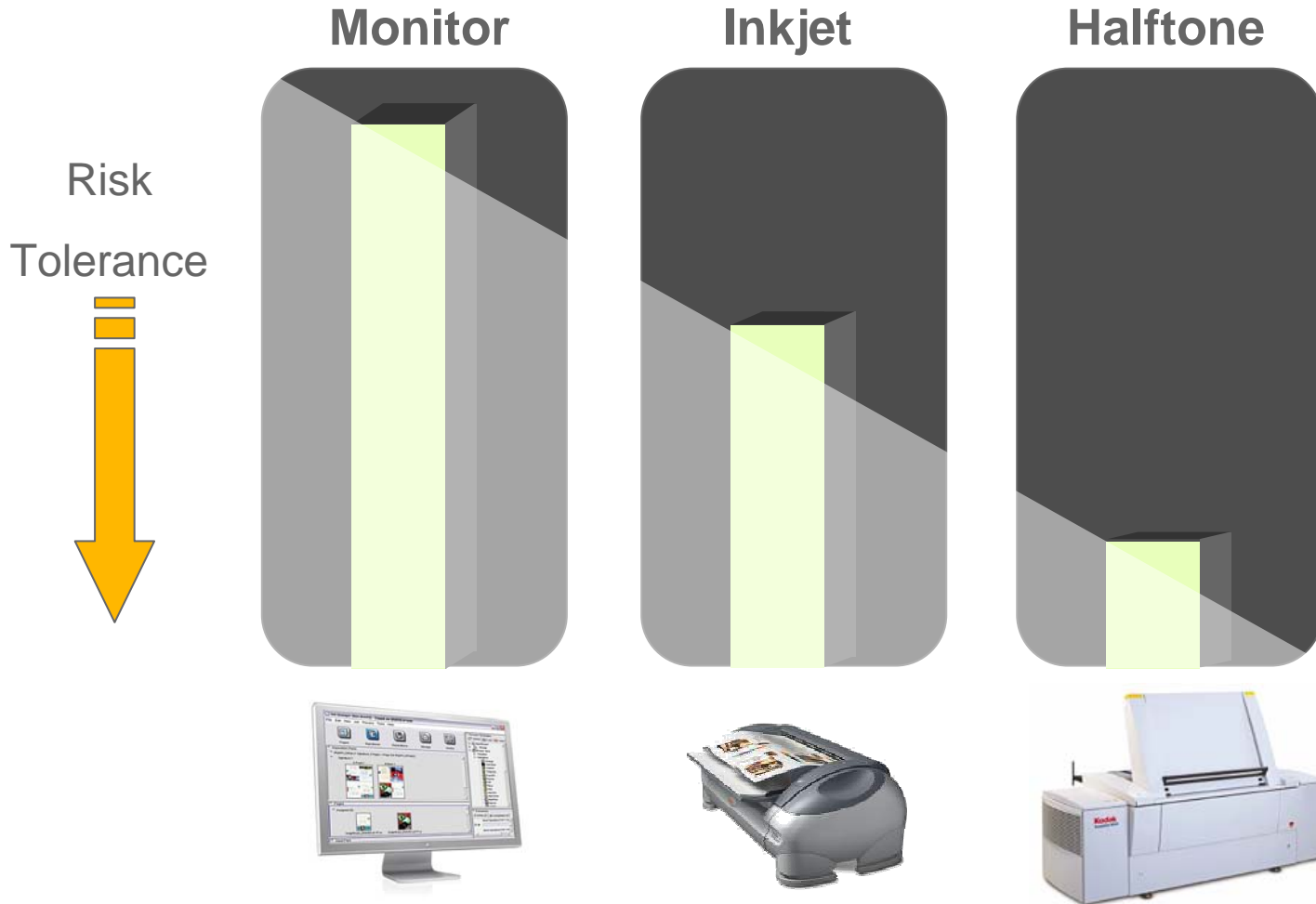
Making the Right Proofing Choices



Kodak



Consider Your Risk Tolerance Factor



Considerations

Consistency

Resolution

Color fidelity

Tonal fidelity

Halftone fidelity

Paper simulation

Cost

Environment



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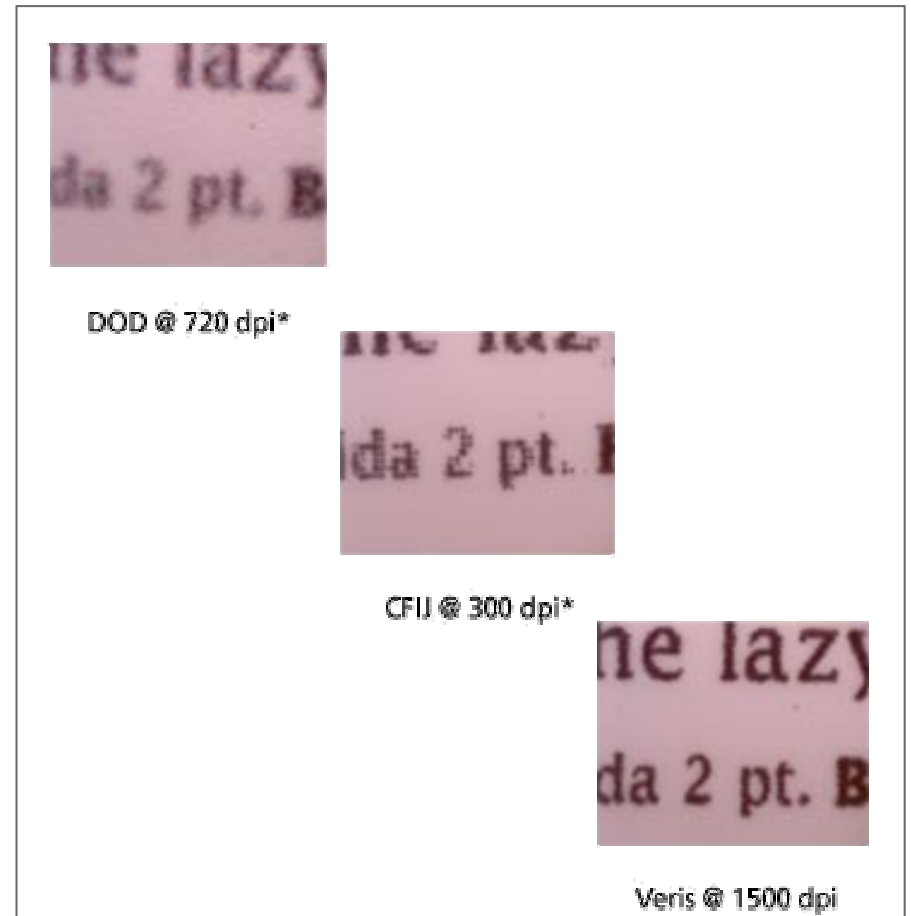
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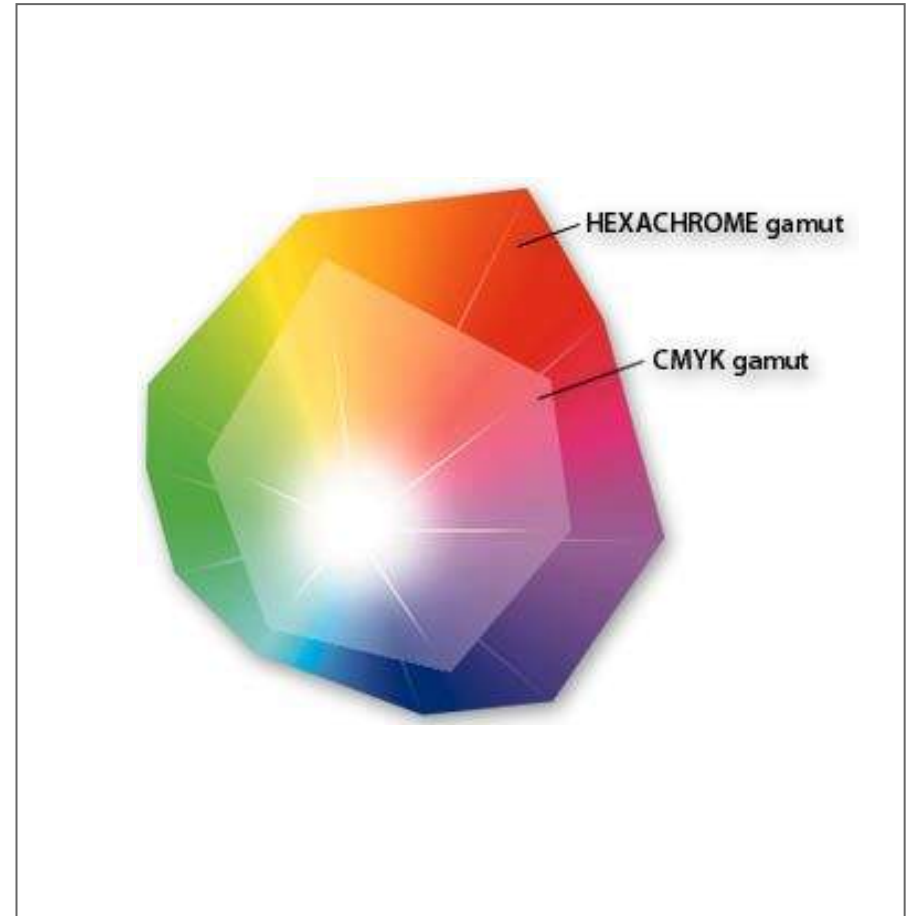
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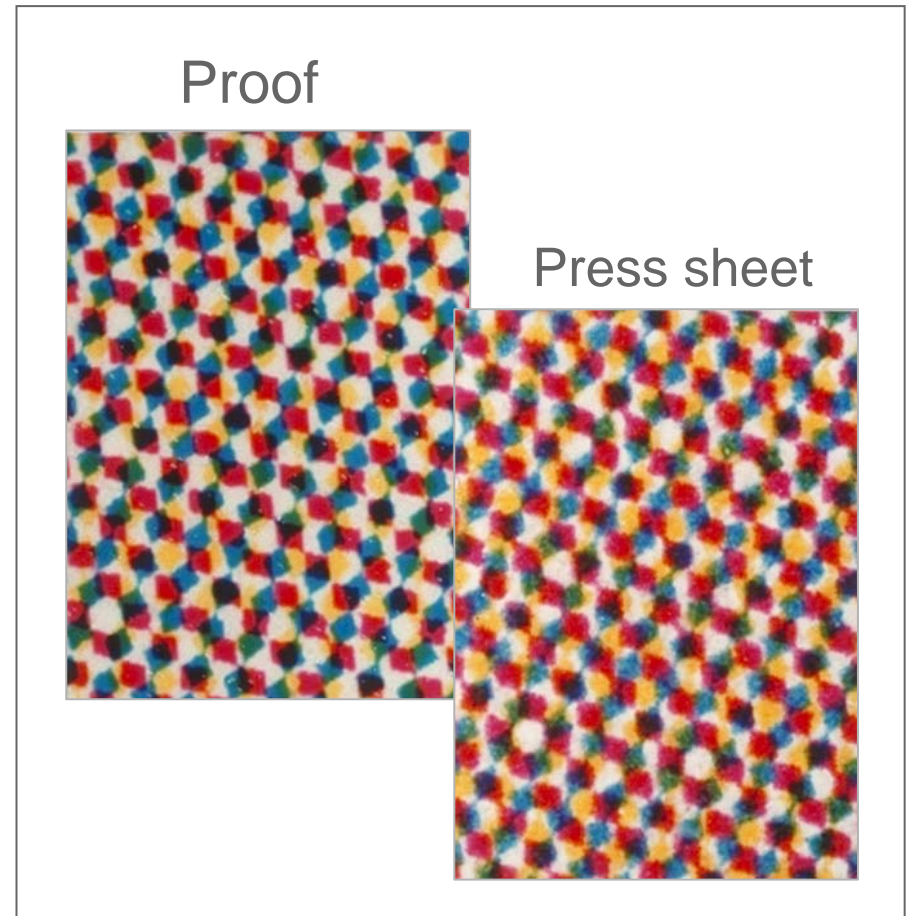
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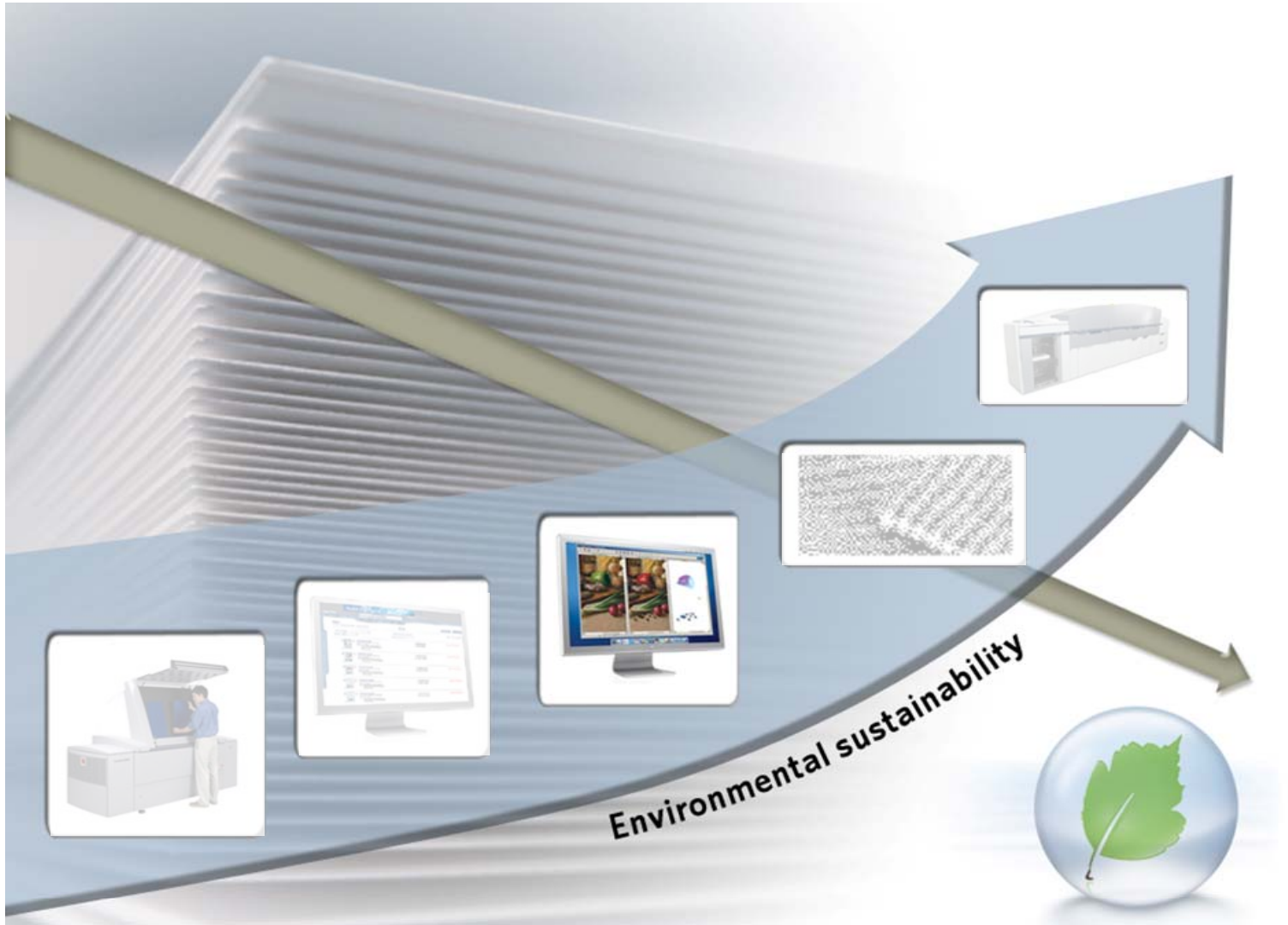
Environment



Technology Efficiencies and Sustainability

Environmental impact

Process efficiency



The Right Proof at the Right Time

CONCEPT

INTERMEDIATE

CONTRACT

Monitor

Virtual Proofing

Digital Halftone

Multi-Drop Array Inkjet

DOD Inkjet

The Bottom Line

There are many different proofing solutions available.

There are many different types of jobs and requirements.

Apply the best technologies to meet expectations and your objectives:

- Reducing cycle times
- Improve efficiency
- Take cost out of the process
- Improving productivity
- Think about the environment

