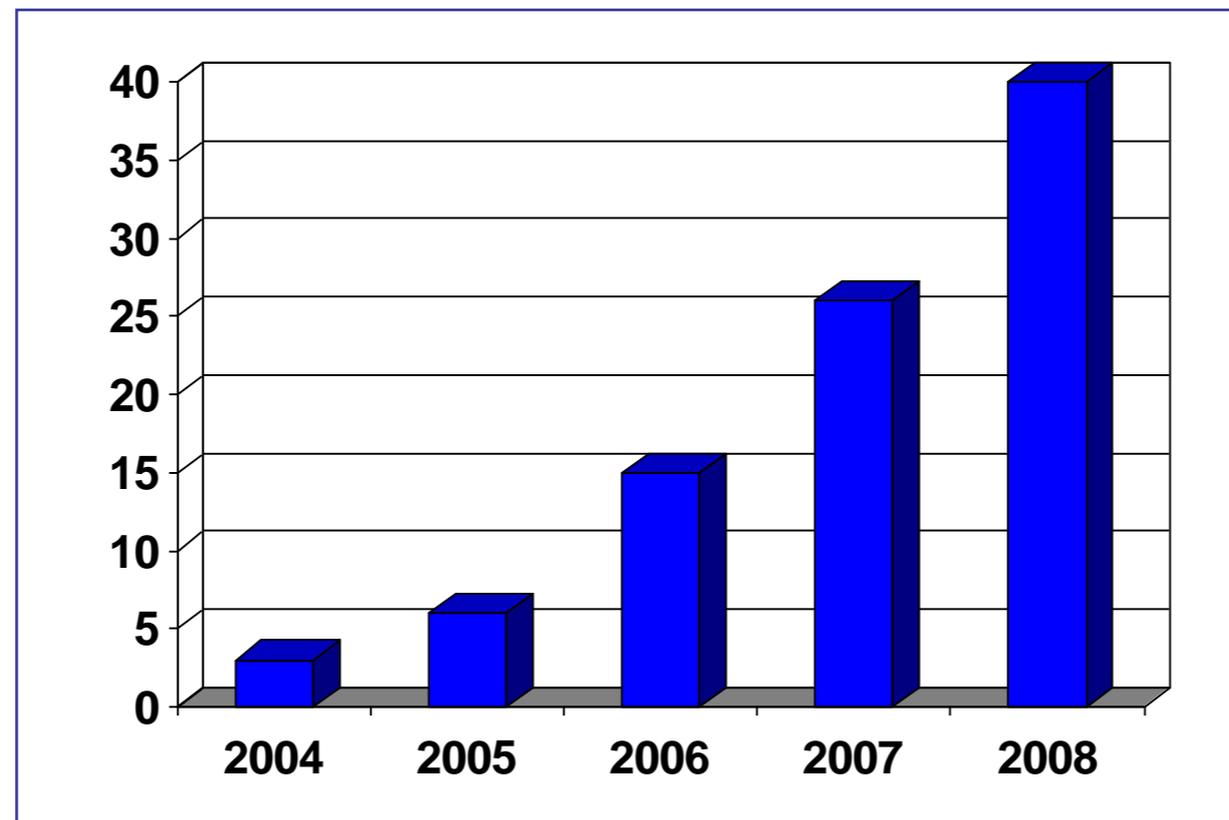


Soft proofing trends

- Initial concerns hampering adoption focused on confidence in color accuracy and consistency. The #1 question was “DOES IT WORK ?”
- With growing confidence in the technology, implementation has rapidly accelerated – but soft-proofing users are still in the minority.



Where is the value ?

- With the “IF” questions largely alleviated, the focus is now on the “WHY’s” of implementing soft proofing.
- First ask: What are the goals ?
 - 1) Reduced turn-times
 - 2) Reduced costs
 - 3) Increased flexibility
- To truly impact turn-times and cost, the benefit is not in the tool, but in the options it creates for the workflow !
 - Plugging soft-proofing into an existing hard-proof workflow will likely not have a meaningful impact.

Changes to consider: “Stream” vs. “Batch”

- “Batching” image/page release and/or color shows is based largely on maximizing shipping time and costs.
- “Streaming” allows for release to start earlier and for color review to happen on the fly at the client’s convenience.
- As a result of streaming the color review, color correction can start much earlier AND the queue created by batching is eliminated.
- A streamed workflow can be pushed closer to press, allowing more time up-front for content decisions.

“Streaming” case studies

- Client A needed to push page release closer to the press date to make last-minute decisions on products and offers.
 - By migrating to a PDF and a streamed soft-proofing workflow, the page proofing schedule was cut by more than half (4+ days to 2 days).
- Client B moved image release/mark-up and the first 2 color shows to a streamed scatter workflow
 - As a result, an average of 5 days were cut from the schedule (20% schedule reduction)
- Client C changed only proofing on scatters from hard proofs to soft proofs.
 - The result was cutting this stage of the process from 4 days to 2 days

Changes to consider: Scatter vs. Composite

- To maximize the “stream” approach, consider moving all color rounds to scatter/random proofing.
- Releasing, reviewing and correcting color one-off eliminates the queue created by doing all of the above by page.
- Approving color before page release eliminates costs from multiple rounds of page processing and proofing.

Scatter plus stream case studies

- Client D changed multiple aspects of the workflow:
 - Proofing changed from hard proofs to soft proofs
 - Color review was moved from composite to scatter
 - Image release and color review moved to “streamed” schedule.
- The result was:
 - Up-front image processing and color correction reduced from 3 weeks to 1 week per project.
 - Total costs reduced by 13%.

Other benefits to consider

- Flexibility. Eliminating time to create and/or ship batches of proofs gives users more time to be responsive to changes.
- Streamlined communication. By eliminating large scheduled batches, it is easier to pull in the right person at the right time in an 'on-the-fly' workflow to make sure the communication loop is closed.
- Better color in fewer rounds. Soft proofing and streaming allows for real-time feedback on color moves when needed, eliminating multiple rounds and improving mutual understanding of color goals (i.e.; "Client C" was able to reduce the amount of mark-up at 1st proof by over 25%).
- Reduction or elimination of shipping charges for sending hard proofs back and forth.

Is soft proofing for everyone ?

- Yes ! But plan on spending as much time evaluating the workflow and change management as the tool/technology itself.

Questions ?

- Thank you !