Apogee Color Family

Color is critical. It's what makes a particular brand instantly recognizable. Perfect skin tones, mouth-watering berries, shimmering chrome, subtle shades of gray and dreamy tints are why consumers reach for one product over another.

Achieving life-like, accurate color shouldn't be difficult. That's why Agfa integrated **Apogee Color** into the Apogee Prepress familiy. It delivers end-to-end quality and color management automatically. So regardless of which type of system, device, media and equipment you use, color quality just happens. Guaranteed.

It works seamlessly with image-perfecting applications such as Sublima screening, and ink optimization software such as Apogee InkSave. You can generate certified hardcopy proofs or softproofs with absolute color assurance. **Apogee Color** makes procedures such as manual calibration a thing of the past and color integrity a matter of routine.

AGFA ◆ *Agfa*

STAY AHEAD. WITH AGFA GRAPHICS.

Apogee Color Family

Color is critical. Print producers who believe in perfection want advanced color control. That's why Agfa created **Apogee Color Quality Manager**, intelligent color automation. It gives you a palette of tools for optimizing and fingerprinting output quality to meet your exact specifications. You can set quality adjustments for switching from one press or paper to another. Or correct output of a PDF file that has already been separated in an undefined color space. It ensures consistent color quality under any conditions, even for your most complex projects.

Apogee Color Quality Manager gives you more than automated color control.
It provides the means to adjust, manipulate and perfect color output at every stage of the workflow. And then, make it flawlessly repeatable. It's absolute color control. Simplified.

Apogee Proofing

Agfa Graphics' proofing solutions work in tandem with the Apogee Prepress solution to guarantee digital file integrity throughout the workflow. Apogee Proofing is the perfect answer for reliable and predictable proofs.

Both Soft and Hard-copy proofing are fully integrated in the Apogee workflow, providing high-quality and totally consistent results that enable you to conform to industry standards every time.

Adhering to industry standards is critical in today's production environment.
It allows production partners to exchange files and be sure that they all will achieve the same quality result. Standards also bring consistency within an organization.

Proofing is used to communicate this quality reference throughout the workflow. Therefore, proofs have to be made according to standard requirements. Printing conditions are simulated with strict procedures for measuring colors. Feeding this trend is the need for quality accreditation by independent graphic institutes like FOGRA and IDEAlliance®.

Soft-proofing
· Speeds up the production cycle
· Saves on transport time and couriers costs
· Offers additional services to customers and print buyers
· Is ecological and economical

Apogee Color provides a color accurate and user controllable soft proof for in-house proof verification, or remotely via Apogee Portal. It provides print buyers with immediate and accurate feed-back.
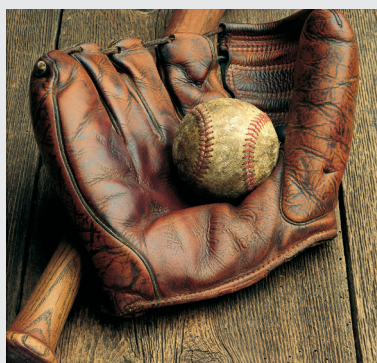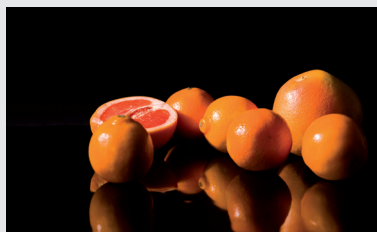
Hard-copy proofing

· Offers a dynamic environment for art-work approval

· Enables production partners to be sure that they will all achieve the same quality result

· Is a certified reference for the print buyer and printer

· A hard-copy proof is made as a permanent record of what is agreed

· Constitutes a contract between print buyer and printer

Agfa's Proofing solution, along with the supported proofing engines, helps manage and maintain color accuracy by providing the widest possible printable color gamut and predictable result from proof-to-press. It delivers certified proofs.

Apogee Sublima

Agfa's Sublima Screening technology delivers stunning image quality with no extra effort on press, and without sacrificing pressroom productivity. Sublima is Agfa's intelligent screening technology, providing even higher quality when used with Agfa platesetters and plates. Its advanced Cross-modulation (XM) technology combines the proven quality of Agfa Balanced Screening (AM) with Agfa's patented FM screening implementation. The result is a remarkably simple, easy and cost-effective way to achieve much higher screen rulings. Sublima screening provides a strong competitive edge in the marketplace by delivering vibrant colors and extraordinary detail that captures reality on paper. Sublima provides benefits across the full tonal range of reproduction, delivering excellent shadow and highlight reproduction, and very clean tints.

From delicate gossamer to rugged leather and wood grains, Sublima screening reproduces textures with a wealth of fine detail in large and small image formats with no additional effort or capital investment. Regardless of image size, Sublima's consistently higher quality delivers details you can almost feel with your eyes.

Sublima makes every silky strand of this handsome mane leap from the page. The bright white detail held with Sublima screening heightens the impact of the photographs with an intensity that conventional screening can't match.

Apogee InkSave

Saving on ink cost is of course a great benefit. Apogee InkSave also improves color stability on the press as well as overall image quality and consistency. This can be even more beneficial for the press room.

Apogee InkSave increases quality

Less information in the color separations means registration errors become less visible. Rosette structures are less visible, so images appear sharper. No color deviations are visible when the original color separations of images and text are compared to the Inksaved result. Every color transformation is calculated by the Agfa Graphics patented Advanced CMM (Color Management Module) using industry standard or customer ICC profiles. Grey made up from CMY can easily change with the slightest variation of ink weight on press and introduce color casts. Inksave avoids this, and produces far more consistent grey. The InkSaved artwork not only gives constant results throughout the complete press-run but also maintains stable color reproduction which can be viewed under any lighting conditions. In other words, color consistency is improved as well as stability of printing on press.

Apogee InkSave increases productivity

· Shorter press set-up time required to stabilise the color tones, and neutral grey balance in print.
· Less ink is put on the paper; resulting in a better ink setting, increased printing speeds and faster drying times.
· Less drying powder is required and post press activities can start earlier. Folding, cutting and binding can start earlier and run at a faster pace.

With InkSave

Without InkSave

Apogee InkSave saves money

The total ink coverage used during printing is reduced, with black ink now replacing a proportion of the colored inks previously used. Both factors contribute to substantial cost savings.

In commercial print applications we have measured substantial ink savings of between 10% and 30%.

To see the performance of InkSave in more detail, please look at the InkSave sample brochure (NGRDO)

Apogee Color Quality Manager

Some say Apogee Color Quality Manager is a breaktrough in color management. That's because it lets users go beyond standard color management to create a custom, automated quality control system. We call it intelligent automation.

Apogee Color Quality Manager provides advanced tools for everything from automation certified (Fogra, IDEAlliance) proofs to specifying adjustments for different presses, media or inks. It lets you match hard-copy proofs and soft proof to any printing press. The end result is consistency and simplicity in color management. This feature-rich quality and color management software integrates effortlessly with Apogee Prepress Workflow Suite:

:SherpaProof

Date: 20100225;Time: 100516

✓ 99.2%

Apogee Color - Proof Validation Report			ISO 12647-7
Category	ΔE Max	ΔE Average	ΔH
All patches	2.67 (6.00)	0.83 (3.00)	
Media	0.36 (3.00)		
Solid C	1.67 (5.00)		1.52 (2.50)
Solid M	1.50 (5.00)		0.53 (2.50)
Solid Y	0.97 (5.00)		1.08 (2.50)
Solid K	1.54 (5.00)		0.47 (2.50)
Overprint R	0.87 (6.00)		1.63
Overprint G	1.15 (6.00)		2.45
Overprint B	0.51 (6.00)		0.86
Grey Balance			0.36 (1.50)

- Repurposing: automatically maintains color integrity when you need to switch from one press to another or make a last-minute change that might affect color or quality output.
- Smart Input Space Recognition (SISR): automatically corrects the color of a PDF that has been separated in an undefined color space.
- Achieve certified output on the supported proofing engines fitted with a Spectro-Proofer measurement device.
- Generate press validation reports using color bar measurements to ensure maximum color consistency with InkSave.
- Color bar measurements used for the creation of Calibration curves for Apogee Prepress based on linear and non linear press curves.
- Ensure color fidelity from input, through proofing, and all the way to the press with profile generation and editing tools.
- Set-up and validate hard-copy proofs according to the industry standard or any custom standard with closed loop characterization.
- Display Task Processors provides user controllable soft proofing, internally and externally: XML communication of soft proof workstations within the Apogee workflow, tracking of the monitor quality and soft proof generation at display resolution.
- Fast zooming in the raster preview without quality loss with different zooming levels.
- Build custom color books in spectral mode.
- Visualize ICC profiles and compare ICC profiles inclusive gamut checking with 3D gamut viewer.

The Apogee Color Family

From design to press, Apogee Color offers integrated solutions into the Apogee Suite to ensure an end-to-end quality.

Apogee Color Quality Manager offers the most intelligent automation so far, ranging from automatic certification of proofs to automatic and high quality adjustments when switching from one press or paper to another. It integrates quality enhancement solutions and color management tools into the Apogee Suite and provide the tools to optimize custom ICC profiles.

Apogee Inksave not only increases the quality of your output and stability of press, but in addition, it also saves you money and consumable wastage. And faster press start-up times.

Apogee Proofing System, along with our SherpaProof Systems family of proofers, helps manage and maintain color accuracy by providing the widest possible printable color gamut and predictable results from proof-to-press. It can deliver certified and consistent hard-copy proofs and soft proofs.

Apogee Sublima is Agfa's advanced screening technology, and provides a simple, easy and cost-effective way to achieve higher screen rulings. It meets the demands for higher printed quality with no extra efforts on press.

Apogee Color provides you with everything you need to produce the highest quality output predictably, time after time.

	Features	Benefits
Apogee Color Quality Manager	Repurposing	Maximum quality output on last-minute press changes
	Automated certification output	Automatically provides certificate of conformance and quality for the proofs you give to your customers
	Smart Input Space Recognition (SISR)	Enables correct output even when the PDF has been separated in an undefined color space
	Agfa Advanced CMM	Smooth and uniform color conversions with no unexpected results
Apogee InkSave	Reduces amount of ink used when printing	Saves costs Faster press start-up, reducing further waste Gives greater press stability
	Intelligently replaces color ink with black ink	Less rosette structure gives sharper images Produces far more consistent greys
Apogee Proofing System	Soft-proofing	Speeds up the production cycle Is ecological and economical
	Hard-copy proofing	A certified reference for the print buyer and printer A permanent record of what is agreed
Apogee Sublima	Uses FM in highlights and shadows	Prints to 1% highlights and 99% shadows
	Prints to higher screen rulings	Prints razor-sharp detail
	Rosette structure not visible	Flat tints appear smooth

www.agfagraphics.com

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