

PRESS RELEASE

For Immediate Release
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Understanding Color & Color Management Essential for Successful Printer Products

Carrabassett Valley, Maine - Information Management Institute, Inc. (IMI) announces the course, **Color & Color Management** which presents the most important elements in color reproduction for printing devices and how to control and correct color at different stages during the reproduction process. Visit www.imiconf.com for complete details.

Course Leader, Dr. Gabriel Marcu, Senior Scientist of the ColorSync Group at Apple Inc. states, "We will discuss the roles of measurement, computation and interpretation of data; how to derive and represent a color gamut; the advantages and limitations imposed by color specification - focusing on their implications for color quality of the reproduction. The importance of test images, reference images and color standards will be highlighted. A number of demonstrations will illustrate the key points of this tutorial course."

Marcu continues, "This **Color & Color Management** course will enable attendees to:

- Understand the additive and subtractive principle of color reproduction
- Understand the role of color spaces: their suitability, advantages and disadvantages for color reproduction
- Understand the color difference $\Delta E/\Delta L^*$ and become confident in using them
- Compare and classify basic halftoning techniques, their performance and limitations
- Understand the color separation process, under color removal (UCR) and gray component replacement (GCR) techniques
- Understand the advantage of a multicolor printing process over the conventional four component printing process
- Understand the gamut differences, gamut mapping and how a device is characterized for accurate color reproduction
- Understand the basic concepts of device characterization and calibration
- Differentiate between CMM based and sRGB based color reproduction approaches and understand the advantages and limitations of each approach
- Understand the importance of the viewing conditions when examining a color reproduction all key functions when designing, improving or utilizing color reproduction devices."

According to IMI President Al Keene, "this tutorial course is an illustration of Dr. Marcu's experience acquired in developing software drivers for ink jet printers, designing and programming color applications on color analysis, 3D visualization of color spaces, color classification, halftoning and gamut mapping. Dr. Marcu has taught seminars on color computing for Shizuoka University in Japan; University of California at Berkeley & IS&T/SPIE's Electronic Imaging conference; on color quality in desktop printing for IS&T/SID's CIC, PICS' and NIP programs as well as leading IMI's Color & Color Management course in the U.S and Europe.

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“IMI’s **Color & Color Management** course on July 30-31, 2009 is one of the following six IMI’s **Digital Printing Summer Camp 2009** courses being held at the Sugarloaf Mountain Hotel, Carrabassett Valley, Maine. Each course has been prepared and is presented by acknowledged and experienced leaders in their fields. These timely courses provide the latest information and insights that simply are not available from any other source. There is simply no better information available,” summarizes Keene.”

Digital Printing Summer Camp 2009

Sugarloaf Mountain Hotel
Carrabassett Valley, Maine.

Ink Jet Academy: Theory of Ink Jet Technology – July 27-28, 2009

Digital Printing Markets – July 27-28, 2009

Ink Jet Ink Manufacturing – July 29-30, 2009

Surface Tension, Wetting & Capillarity – July 29-30, 2009

Color & Color Management – July 30-31, 2009

Managing Product Development for Value™ – July 30-31, 2009

Full course details, on-line registration and a downloadable brochure are available on IMI’s web site www.imiconf.com

About Information Management Institute, Inc.

Information Management Institute, Inc. (IMI) sponsors conferences world-wide to assist the digital printing industry in understanding technology developments, markets and applications requirements. IMI conferences offer attendees a unique opportunity for leading hardware, consumables, software and user companies to network and develop a more comprehensive understanding of current as well as future developments in the digital printing industry. Since 1990, IMI has held over 400 programs and each year over 2,000 technical, marketing and management personnel from over 600 companies worldwide attend IMI's programs.

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