



## French Report Outlines Benefits of Dynamic DeviceLinks Over Static DeviceLinks

*With its unique Dynamic color management features, Alwan CMYK Optimizer software outperforms color management solutions using conventional color management*

Lyon, 14 February, 2007 - Alwan Color Expertise, a world leader in standardization and implementation of color management, has released a report comparing Dynamic DeviceLink profiles (DVLs) and Static (conventional) DVLs. Compiled last year by Amélie Trichon, a French print engineering student (EFPG), the report aims to put forward the performance and possible difference between Dynamic and Static DVLs. It relies on both a numerical and objective testing method as well as a visual and subjective testing method. Numerical assessments rested on color matching and ink savings and visual assessment on visual matching with reference to the original document. For testing purposes, Amélie Trichon used two different software applications. The Static DVLs were created using Alwan LinkProfiler and the Dynamic DVLs originated from Alwan CMYK Optimizer.

### Comparing Dynamic versus Static

Alwan LinkProfiler is profiling software that allows creation of Static (Conventional) DVLs between two CMYK spaces. Both Alwan LinkProfiler and Alwan CMYK Optimizer software allow the creation of CMYK to CMYK ICC DeviceLink profiles. The main difference between LinkProfiler and CMYK Optimizer lies in the Dynamic treatment of

the file. Prior to doing color conversions, a comprehensive preflight analysis of the job's image and page components is carried out, based on the output path. This ensures that color is managed according to all relevant color printability parameters, such as output devices, color purity and the actual color components of each page.

So how does it work? The software analyzes individual PDFs to evaluate each PDF component, in order to identify all elements and respective color description and color spaces. Each object within a PDF is then analyzed for its CMYK surface and ink consumption. Files with large saturated color require different color management than those with large areas of pale colors. The black generation is based on this Total Area Coverage (TAC) analysis. This analysis, along with the color space output destination, is the main data used to create the Dynamic DeviceLink profile (DVLp).

### **Dynamic color supremacy**

It is fair to say that the results of this report are conclusive. A team of participating neutral observers evaluated the anonymous test results. When evaluating the visual test, 74% of the observers noticed a difference between proofs produced with Alwan CMYK Optimizer and LinkProfiler and a further ¾ of that percentage found Alwan CMYK Optimizer proofs to be closer to the original document. The numerical test showed similar results. Better color accuracy was achieved with "Color Matching" device settings and with lower TAC values. The "Ink Saving" settings allowed significant ink consumption differences between Static and Dynamic DVLps processing. When using the Alwan CMYK Optimizer "Dynamic Maximum Black" option, increased ink savings were achieved without encountering any additional color deviations. With improved color accuracy, print quality and higher margins due to ink savings, Dynamic DVLps are clearly the smarter way to the future.

A digital copy of the study and more information on Dynamic DVLps can be found at:  
[www.alwancolor.com](http://www.alwancolor.com)

### **About Alwan Color Expertise**

Alwan Color Expertise was founded in Lyon, France, in 1997 by president Elie Khoury. His vision - to demonstrate how standardizing and controlling color throughout every stage of production - has resulted in the company becoming a world leader in standardization and color management implementation. Today, Alwan provides

software to key players throughout the graphic arts industry, from printers to publishers and from software developers to hardware manufacturers. Alwan Color Expertise offers a choice of four full-featured software solutions within the Alwan CMYK Optimizer product family. Each delivers specialized capabilities that enable all partners along the graphic production line to guarantee the color accuracy of their work, while ensuring optimum production further down the line. The different versions of Alwan CMYK Optimizer can seamlessly communicate with each other via a Settings file that is integrated within the software. Photographers, publishers and printers can work using the same standards, in complete security.

Alwan Color Expertise has appointed specialist distributors for each of the targeted market segments. An ever-growing number of leading pre-press manufacturers are either bundling Alwan software with their products or recommending it with their systems, such as Dalim, Gradual, PerfectProof and most recently, Chromix and Bodoni Software. Visit [www.alwancolor.com](http://www.alwancolor.com) for more info.

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