

Alwan Donates Advanced Color Management Software and Training to RIT School of Print Media

Lyon, France & Rochester NY, April 17, 2008 -- Alwan Color Expertise, a world leader in color management and standardization software, and Rochester Institute of Technology (RIT) are pleased to announce that Alwan has donated a suite of its advanced color management software solutions to benefit students at RIT's School of Print Media (SPM).

The software suite, including Alwan CMYK Optimizer, Alwan LinkProfiler and Alwan ColorPursuit, has been installed in RIT's SPM Color Management System Lab. Alwan software are used by pre-media and prepress companies to produce color accurate printable files, and allows printers to control and improve the printability of the files and achieve optimum ink savings without sacrificing print quality.

"Alwan Color Expertise is world-renowned for its advanced color management and standardization software. In addition to helping the print and publishing industry to streamline and improve color quality, the company is also dedicated to educating the market on the importance of color management and how to implement the newest methodologies and technologies. We are thankful to have the support of cutting edge companies such as Alwan," says Professor Robert Chung, Gravure Research Professor, RIT School of Print Media.

Elie Khoury, president and founder of Alwan, says, "RIT is one of the world's most respected institutions for color management and print education. We are honored to be able to support RIT and our future print professionals."

In addition to the donation, Khoury recently presented a lecture, hosted by Professor Chung at RIT, in the Advanced Color Management class. His topic was ICC color management trends and the use of Alwan software to standardize color data for high-volume standardized printing.

Khoury also spoke on "Technology Standards, Color Management, and Their Impact in the Gravure Printing Industry" at RIT Gravure Day, held March 25, 2008.

Alwan CMYK Optimizer and LinkProfiler

Alwan CMYK Optimizer server is the first preflight, standardization and optimization software for CMYK separations and data. It helps pre-media and prepress companies produce printable files, and allows printers to control and improve the printability of the files they receive by optimizing their separation for the destination process/press/paper.

Files made compliant using CMYK Optimizer are used to generate reproducible proofs as well as plates and cylinders that exhibit improved printability on the press.

Alwan solutions are all based on open standards like ICC Profiles and formats like PDF, TIFF, JPEG, etc. Because they are hot folder based, Alwan solutions are also easy to integrate into other workflow solutions.

Alwan LinkProfiler is a profiling software that allows users to create sophisticated and accurate ICC DeviceLink Profiles. Designed for demanding production environments Alwan LinkProfiler delivers the following advantages:

- Spot on digital proofs
- No more registration problems due to 4 color primaries
- Ink Savings on the printing press
- Total control on the output black generation and TAC with any ICC compliant output device profile
- Developed, tested and validated in demanding press printing environments
- Used to produce ICC based proofs and prints for multi-million circulation titles

About RIT

Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging technology, and fine and applied arts, in addition to unparalleled support services for students with hearing loss. Nearly 16,000 full- and part-time students are enrolled in more than 200 career-oriented and professional programs at RIT, and its cooperative education program is one of the oldest and largest in the nation.

For nearly two decades, U.S. News & World Report has ranked RIT among the nation's leading comprehensive universities. The Princeton Review features RIT in its 2007 Best 361 Colleges rankings and named the university one of America's "Most Wired Campuses." RIT is also featured in Barron's Best Buys in Education.

About Alwan Color Expertise

Alwan Color Expertise was founded in Lyon, France, in 1997 by the current President Elie Khoury and his vision - to demonstrate how important standardizing and controlling color throughout every stage of production are - has resulted in the company becoming a world leader in standardization and color management implementation. Today, Alwan provides software and consultancy 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 editions of Alwan CMYK Optimizer can seamlessly communicate with each other enabling photographers, publishers and printers to work using the same standards very securely.

Alwan Color Expertise has appointed specialist distributors for each of the targeted market segments. An ever-growing number of leading prepress manufacturers are either bundling Alwan software with their products or recommending it with their systems, such as Dalim, Esko-Artworks, PerfectProof and Compose Systems.

www.alwancolor.com for info.

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