

Alwan Color Expertise Showcases Award-winning technology at Graph Expo - Crossroads Exhibit 5463

Alwan CMYK Optimizer InterTech 2008 award-winning technology now available as a Switch configurator

Lyon, October 14, 2008 - Alwan Color Expertise brings ISO 12647 compliancy and Ink Savings to PDF automated workflows.

With more and more global competition for print services, tighter color tolerances as well as increasing orders sourced from in-house corporations, there is an increasing interest from print services companies to offer production workflows conforming to standards such as 12647. At Graph Expo, attendees visiting the Alwan exhibit in the Crossroads booth 5463 will have the opportunity to perform color conversion and ink optimization on all PDF files before sending them for proofing or printing with Alwan's advanced ColorHub technology.

Alwan CMYK Optimizer allows designers, publishers and prepress companies to quickly produce PDF documents that are compliant with ISO 12647 color and print specifications for problem-free printing. CMYK Optimizer allows printers to control and improve the printability of files by optimizing the separation for ISO 12647 standard printing or for actual process/press/paper capabilities. CMYK Optimizer is powered by Alwan Dynamic DeviceLinks™ technology which has been rated best technology for color accuracy, print stability and ink savings by various benchmarks and has received 2008 PIA/GATF InterTech Award for innovative excellence.

Alwan CMYK Optimizer award winning technology is now available as a Switch configurator.

About Alwan Dynamic DeviceLinks Technology

Alwan CMYK Optimizer application family, built on Dynamic DeviceLinks technology, insures perfect color from creation to final press. Dynamic DeviceLinks-powered applications in the Alwan CMYK Optimizer family allow prepress companies and printers to check, as well as automatically and dynamically correct, the color spaces and ink weight characteristics of files before sending them to output production.

Alwan's dynamic color management applies the principles of highly sophisticated color management and quality control to standard PDF based workflows. The software analyzes individual PDF to evaluate its components, identifying all elements, their color description and color spaces. Each object within a PDF is then analyzed for its CMYK surface and ink consumption.

With Alwan's technology the profile data is based on the actual content of the PDF and this adds a whole new dimension to color management, creating significant opportunities for quality and cost efficiency improvements. By analyzing interactions of the four separations, CMYK Optimizer can process the data according to each color's histogram and dynamic range, as well as its numeric descriptions. The

technology works in all print environments including gravure, offset and digital printing.

About Alwan Color Expertise

Alwan Color Expertise was founded in Lyon, France, in 1997 by the current President Elie Khoury. His vision - to demonstrate how important 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 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 pre-press manufacturers are either bundling Alwan software with their products or recommending it with their systems, such as Dalim, EskoArtwork, PerfectProof and Compose Systems.

www.alwancolor.com for info.

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