

ROOM PROOFING WITH VISUALDOT

When you have a proof rip software and proof printer like Epson, Canon or HP, what else do you think you'll require for ROOM proofing?

WILL YOU THROW AWAY YOUR ASSETS OF KNOWLEDGE AND EXPERIENCE FOR NEW ROOM PROOFING ENVIRONMENT?

There're some commercially available ROOM proofing workflow solutions and you may hesitate to select one because of costly investment or compatibility problem.

But the real problem is that those kind of new solution may force you to change your part or whole of existing color proofing workflow, which has been working fine so far.

It's good idea to re-use once-ripped tiff files for proofing purpose, we know, but how we can resolve the **risk of loosing your accumulated knowledge and experience** in color management during so much time to spend with your own familiarized color-proofing workflow or solution?

3 KINDS OF PREPRESS WORKFLOW

I have found it useful to view output as a continuous chain of events, each producing a specific type of data. In general, there are three possible output workflows:

- **FRET**—fresh RIP every time. This is the standard PostScript workflow. No intervention is possible between the time the operator hits the “Print” button and the media emerges from the marking engine.
- **NORM**—normalize once, render many. This is the workflow used in most PDFbased scenarios. It freezes the result of interpretation into an intermediate vector-based format like PDF.
- **ROOM**—rasterize once, output many many. This is the favored workflow of traditional high-end systems. It freezes the result of rasterization into 1-bit TIFF formats.

Both NORM and ROOM are device independent, and continuous-tone proofs can be produced from both workflows. Under NORM workflow, RIPing produces a device specific bitmap (1-bit) that shows halftone dots. The final output of ROOM workflow will be used for proofing purpose as well as final press.

It is important to utilize the final output image for contract proof and that's why people are looking for ROOM solutions.

2 CONCEPTS OF ROOM PROOFING FOR CONTRACT PROOF

There're many scenarios of ROOM proofing in the current prepress market. Each of them suggests their own solution to resolve the main problem : How to treat with screen?

Majority of users are running low resolution proof printers and those are not sufficient to represent exact screen dots in high resolution 1 bit tiff data.

There can be 3 major solutions we can imagine.

- 1) De-screen the data, downsampling and proceed the continuous color proofing : **Contone** proofing
- 2) De-screen the data, downsampling and re-generate half-tone screen in low resolution image : Dot-simulation proofing
- 3) Downsampling the screened data with maintaining original screen rulings : **Dot-proofing** (Screen-proofing)

What will be your selection among these? For any option, you'll need to pay a lot to get something new together with what you have already.

(Expensive scanner, New prepress solution including de-screening module or New color proofing solution including dot-proofing option)

MINIMIZE YOUR RISK AND INVESTMENT BY PAYING ONLY FOR WHAT YOU DO NOT HAVE

Do you feel it'll take much to achieve "RIP once, output many" or "rasterize once, output many"?

The ROOM concept is developed to reduce duplications and maintain consistence.

That means you must need minimal additional tool for it.

Invest only around USD 2,800.00 to realize your ROOM workflow both for de-screened contone proofing and dot-for-dot proofing. You can keep using your own familiarized color proofing workflow and you **only need to add VISUALDOT** in option, VisualDot gives real flexibility to bridge the gap between prepress and press by utilizing the same 1 bit tiff data.

Forget about colors because there's no reason to have new concept of color management in ROOM workflow. Your own proof rip will be enough to handle it.

VISUALDOT CAN MAINTAIN SCREEN DOTS AND DE-SCREEN DOTS EASILY

With VisualDot, you'll have exactly what you need for ROOM.

- **On-screen analysis** control before final output :

VisualDot opens heavy high-resolution 1 bit TIFF data to analyze various information before final output. It presents various analysis tools for calculating dot size, screen angles, color distribution and saturation, trapping and etc.

- **Dot-for-dot inkjet proofing**

VisualDot converts high-resolution 1 bit TIFF data into low resolution 8 bit CMYK data (or 32 bit composite data) with maintaining the same screen rulings with original.

Just get **dot-for-dot contract proof** output by using the output data of VisualDot in your own color proofing workflow.

* Calibrate the dot-sharpness of each color to get optimized dot-sharpness for dot-proofing

- **Contone inkjet (or laser) proofing by "descreening"**

VisualDot can convert high-resolution screened 1 bit TIFFs into low resolution 8 bit CMYK data (or 32 bit composite data) with **de-screening** the original screen patterns. You'll achieve moiré-free image for your own **contone proofing** purpose.

* Adjust the dot-sharpness to the smoothest direction to remove screen rulings.

- Server option to combine **automatic** workflow

VisualDot provides unlimited number of Hot-folders to manage various automatic process of ROOM proofing. Hot-folders will be automatically monitored and new data will be converted to de-screened data or dot-proof data by pre-defined setting information for each.