

### SWOP® Off-Press Proof Application Data Sheet

## Matchprint Professional Server/ Xerox DocuColor 12 Digital Color Copier

The SWOP Review Committee has approved the use of off-press proofs as input material to publications. SWOP specifications recommend that: "The appearance of an off-press proof used in this application must closely simulate a SWOP Certified Press Proof." See other explanations and recommendations as outlined on pages 21 and 47 of the 2001 edition of the SWOP specifications.

#### I. Manufacturer

Kodak Polychrome Graphics  
401 Merritt 7  
Norwalk, CT 06851

#### II. Product

*Kodak Polychrome Graphics Matchprint Professional Server / Xerox DocuColor 12 Digital Color Copier*

#### III. Introduction

The history of Matchprint proofing products designed to meet the needs of the printing industry began in the 1960's when proofing films were introduced. Throughout this time, we have viewed color reproduction as a process rather than a series of independent events. We base this on the premise that an advertiser's major commitment to expense and image is determined at the print production site. For this reason, a Matchprint Professional Server / Xerox DocuColor 12 Digital Color Copier proof when made to the following guidelines is intended to simulate the characteristics of a production press operating within the SWOP guidelines for production printing.

#### IV. Control Guide

SWOP specifies that a control guide such as a GATF/SWOP Proofing Bar be supplied on every off-press proof. As a minimum, this guide should contain solids for the primary process colors and two-color overprints, as well as a 25%, 50%, and 75% tint in each of the process colors. A control guide containing these imaging characteristics must be present on every proof. All control guides should be checked for accuracy of the original values. Use and interpretation of a control guide is the responsibility of the user.

#### V. System Components

For a Matchprint Professional Server Xerox DocuColor 12 Digital Color Copier proof to be considered a "SWOP" proof, the following components must be used:

- Matchprint Professional Server
- Xerox DocuColor 12 digital color copier
- Color target: US Web SWOP®
- Xerox/Matchprint Professional color laser proof publication paper
- Matchprint Model 447 laminator
- Matchprint positive deglossing sheet



*Certified – December, 2003*

Refer to the *Matchprint Professional Server User's Guide* to calibrate the Xerox DocuColor 12 digital color copier for use with Matchprint Professional Server color laser publication paper.

## VI. Finishing Procedures

To conform to SWOP guidelines a proof prepared with the Matchprint Professional Server and the Xerox DocuColor 12 printer The final proof must be deglossed with a Matchprint positive deglossing sheet. Degloss instructions are available in the Product Information Sheet.

## VII. Finished Proof Characteristics

A properly made proof using the Matchprint Professional Server/Xerox DocuColor 12 Digital Color Copier should have the following color characteristics:

Color	Density Absolute	Density Offset Factor	TVI @ 50% (Dot Gain) (± 3)	Print Contrast@ 75% Tone (± 3)	Color (per CGATS.5)*		
					L* (± 2)	C* (± 3)	h(ab)* (± 2)
Yellow	0.90(± 0.03)	-0.10	19	20	86.99	78.62	94.12
Magenta	1.22(± 0.06)	- 0.16	21	36	47.06	69.41	358.54
Cyan	1.26(±0.06)	- 0.04	22	30	53.00	52.71	225.71
Black	1.94((± 0.03)	+ 0.36	19	53	11.86	1.42	-
Red					48.07	73.30	36.53
Green					47.10	53.45	156.15
Blue					24.79	48.62	286.63

Background Density (+/-0.02):  $D_c = 0.11$ ,  $D_m = 0.12$ ,  $D_y = 0.13$

\*CIELCh values represent measurements at target density.

**Note:** All measurements were made using a calibrated Gretag SPM 50 spectrophotometer (D50 illuminant, 2° observer, non-polarized). The density (Status T) and colorimetric values are absolute, base included, measured over a black backup. TVI's were calculated using the Murray-Davies equation (CGATS.4). All tolerances reflect normal systems variability and assume the use of a calibrated measurement device.

To establish comparison values for finished proofs, the centerpoints must be calculated for each pair of ink reference patches from a current SWOP Ink Hi-Lo Color Reference. Each centerpoint value is then corrected by applying the offset factor shown in the table above for each color. The SWOP Hi-Lo Color Reference used to calculate the offset values had a Dec. 2002 expiration date.

**Example:** If the density of the yellow reference "low" patch is 0.92, and the density of the yellow reference "high" patch is 1.07, the centerpoint is 1.00. The table shows that the density offset factor for yellow of a proof prepared with a Matchprint Professional Server and the Xerox DocuColor 12 Digital Color Copier is -0.10. When this factor is added to the centerpoint, the value becomes 0.90. With a +/- of 0.03, the total density range for yellow in a proof prepared with the Matchprint Professional Server and the Xerox DocuColor 12® color copier, using this example, would be 0.87 to 0.93.

## VI. Sample Proofs

Kodak Polychrome Graphics has supplied two proofs that conform to this Application Data Sheet to SWOP for their analysis and retention.

CALL TOLL-FREE **1-877-KPGraphics** (1-877-574-7274) FOR ADDITIONAL INFORMATION  
OR VISIT US ON THE WEB AT [www.kpgraphics.com](http://www.kpgraphics.com)

© 2003 Kodak Polychrome Graphics. All rights reserved. Matchprint is a trademark of Kodak Polychrome Graphics. Kodak is a trademark of Eastman Kodak Company. All trademarks and registered trademarks used herein are the property of their respective owners.

**Kodak Polychrome**  
G R A P H I C S

ADS 0009-040114