



Your Partner for Newspaper Innovations



# pressready

Color Calibrated Soft Proof Management System

*“Operators have found the process easier and faster than hard copies, which in turn helps reduce the waste. This was the main goal for going with the soft proof process.”*

*San Antonio Express-News*

## Fast and Easy-to-Use Proofing System Reduces Waste

### Proven Calibration Technology Meets Calibrated Monitors

Soft proofing is the future in the press room. PressReady can take you there.

We’ve combined the proven color-calibrated technology adapted from the newspaper industry’s most popular proofing system (BlackMagic News Extra) with the emerging technologies of today’s advanced monitors to bring you the most advanced soft proofing system on the market. PressReady is your key to improve your proofing methods and produce immediate cost savings.

### Product Highlights

- Easy-to-learn touch screen interface
- Improved color tones in process color ads
- Reduce advertiser charge-backs
- Automatic monitor calibration
- Monitor calibration verification



SOFT PROOF FROM A PRESS DESK



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## Guided Tour

Schedule an online PressReady Soft Proofing Management System demonstration. We'll demonstrate how soft proofing can improve your efficiencies while reducing your overall costs.

Call us at 1-888-438-6050, email us at [sales@prestelignce.com](mailto:sales@prestelignce.com) or go to our website, [www.prestelignce.com](http://www.prestelignce.com) (online product demonstration form).

### Is hard copy proofing costing you too much time, energy, and money?

Maybe it's time you experience a color-calibrated soft proofing system that will eliminate the routine printer maintenance, ink expense, and headaches caused by hard copy proofing. The improved technology in monitors now makes soft proofing a very viable option for newspapers. Used from any type of computer and monitor, PressReady boasts a very robust, yet easy to learn touch screen interface. Not to mention, your press side desk is clear of a keyboard and a mouse.

### Do you have problems with making your advertisers happy with their process colors?

Whether you are doing hard copy proofing or no proofing at all, PressReady improves your advertiser satisfaction by better matching the color tones in your process color

ads to what the customer is expecting. The system prints from the same TIFF separations that are going to plate, not a composite of the original file. With PressReady, you can continue to improve the quality of your products to meet your customers' demands and reduce the number of advertiser chargebacks as a result of color expectations.

### Do I need to be an ICC profile expert in order to use PressReady?

Flat out, the answer is no. PressReady does all the work for you through its built-in calibration tool. It automatically calibrates your monitor to your specified color profile settings. PressReady also contains a verification method which makes sure your monitor is within the specifications of those settings. If the monitor's calibration is off, PressReady will auto-calibrate back to its assigned settings.

