



Newspaper Printing Solutions

color quality control from start to finish

Hundreds of newspapers all over the world rely on X-Rite color management solutions to save money and increase the efficiency of their printing process.





"ATD News 2 helps us reproduce color to our advertisers' specs."
— *Bill May, Production Manager/Quality, The Dallas Morning News*



"ATD News 2 helps us zero in on color quickly—without added personnel or wasted paper"— *Tim Moore, Press Room Manager, Cox North Carolina Publications*

Your Bottom Line

X-Rite solutions are designed to pay for themselves by improving color quality, reducing printing waste and boosting efficiency.

Exceed Customers' Expectations

Since 1985, **The Dallas Morning News** has relied on X-Rite's color measurement instruments for precise color measurement and quality control.

Cox North Carolina Publications prints several high-quality regional newspapers including *The Daily Reflector* (Greenville, NC), *The Rocky Mount Telegram* (Rocky Mount, NC), and *The Daily Advance* (Elizabeth City, NC).

Contact X-Rite today to learn more about how our solutions can help you maximize *your* color quality control.

Complete Customer Service, Support, and Training

X-Rite leads the market in service, providing phone/web/e-mail support, instrument recertification, and flat-rate service contracts, as well as hands-on training classes worldwide.



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EXECUTE

7 Make Plates 8 Set Up Press 9 Run Job 10 Finish/Fulfill



X-RiteDot™

Meters for accurate dot evaluation on most any media

The X-RiteDot meters go beyond densitometry to provide the most accurate solution for evaluating dot percent this results in quality and consistency on press. With the industry-leading ccDot engine, the X-RiteDot lineup brings valued X-Rite service, reputation and strength to the area of dot analysis.

Accurate feedback on dot size, digitally-accurate screen ruling assessment, on-board video dot magnification and dot shape analysis yield an unbeatable solution in dot measurement.

Key benefits include:

- A simple, single control to make measurements of any dot image on prints, plates or film
- Easy upgrading of models to add features as needs grow



Hand-held Color Measurement Solutions

500 Series Color Reflection Spectrodensitometer

The 500 Series is the only full line of spectrally based densitometers, delivering a significant boost in productivity, performance, and compatibility.

Key benefits include:

- Features newspaper-specific gray balance mode and three-color density display, to provide fast feedback for on-press color adjustments
- Delivers best-in-industry accuracy and multi-site agreement
- Offers a variety of aperture sizes to fit in tight spaces where other densitometers can't (advanced models can measure color, paper indices like TAPPI brightness, or spectral data)
- Retains standard color values for quick comparison to production copies
- Is simple to use and easy to calibrate
- Features a rugged design that is easy to hold and handle

Spectrofiler 2

Automated measurement system for color management

This automated measurement system automatically collects color data to create ICC profiles or to analyze a press test. By using color test charts built into a small area of live copy (as small as 1.6mm [1/16"] in height), you can improve print quality and color fidelity without making a special print run.



streamlined color management™

Hundreds of newspaper printers worldwide count on X-Rite's color management tools to give them greater consistency and efficiency at every stage of the printing process. Quality control solutions from X-Rite contribute directly to their bottom line.



Auto-Tracking Densitometer

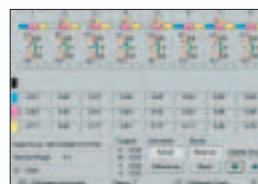
Automated press-side color measurement system

ATD News 2 is simple to operate, even for users with no prior computer or densitometer experience. Because most newspaper press runs do not utilize traditional color control bars, the ATD News 2 instead relies on gray balance rules or continuous color mastheads to keep color on track. It scans a double-truck news ribbon quickly and reports density information immediately. It enables quick ink moves to keep the color on track and can reduce ink use on both short and long runs.

A touch-screen monitor comes standard with the system, enabling direct selection of page and measurement ID. ATD News 2 displays a graphical color gauge for each ink zone on press, showing the density values compared to target values. Because balance is a key indicator of color quality, the ATD News 2 display indicates when color is out of balance so adjustments can be made quickly and easily.

Key benefits include:

- Ensures consistent color quality and gray balance on editions, inserts, and commercial work
- Improves ink mileage by maintaining consistent levels of color and black inks
- Minimizes advertiser complaints and associated rebates
- Validates ink-presetting systems to ensure fast, on-color start-up and minimal waste



ATD News 2 supports from 6 to 16 ink zones per page.

CREATE

1 Plan/Gather 2 Design/Capture 3 Client Review 4 Check/Fix Files 5 Prepare Files 6 Final Proof

X-Rite color management solutions throughout the newspaper printing workflow

Newspaper printers continually invest in new press technologies to increase speed and efficiency. An essential element of quality press work is consistent color management.

X-Rite color-management solutions help newspaper printers:

- Achieve greater consistency
- Improve make-ready times
- Increase ink mileage
- Decrease paper waste
- Obtain valuable reporting data for clients
- Satisfy the needs of readers and advertisers



X-RiteColor® Ensemble Color control from monitor to digital proof

The X-RiteColor Ensemble combines critical color-management software with hardware, service, and support to ensure consistency throughout the create phase of the workflow.

X-RiteColor Ensemble PROOF

Manage monitor, input and output color with an easy to use “wizard-like” intuitive interface.

Key benefits include:

- Creation of highly accurate custom ICC profiles

X-RiteColor Ensemble PROFILER Gold

Create and edit high-quality ICC profiles and deliver accurate color results for CMYK print processes with our X-RiteColor Ensemble PROFILER Gold color management solution.

Key benefits include:

- Production of precise digital proofs accurately representing final press output, minimizing need for expensive high-end proofs
- Synchronization of color accuracy throughout prepress workflows with monitor, proof, and press color management

All X-RiteColor Ensembles include:

- **PROOF or PROFILER software**
- **MonacoOPTIX^{xr}**
Precision calibration for LCD and CRT displays. MonacoOPTIX^{xr} combines a state-of-the-art colorimeter with intuitive and powerful software to ensure accurate and consistent color throughout the digital workflow.
- **DTP41 Autoscan Spectrophotometer**
The DTP41 Autoscan Spectrophotometer's single-button operation and automation ensure accurate and consistent output from your imaging system. The DTP41 is fast—measuring 480 color patches in under five minutes.

PREPARE



MonacoQCcolor™ Proof Verification Software

X-Rite MonacoQCcolor enables printers, graphics professionals, photographers and others to manage and analyze proof quality of local and remote proofing systems.

MonacoQCcolor proofing system can easily verify that the color bar on a proof is a match to the standard stored in the MonacoQCcolor database. Each measured color is graded Pass/Fail, based on user-defined tolerances.

ColorShop™ X Color and Profile Analysis Tool

ColorShop X combines color and profile analysis software solutions into a single package for Macintosh OS X or Windows users. Designers, digital photographers or pre-press specialists can rely on ColorShop X for:

Key benefits include:

- Editing of profiles
- Creation of grayscale, rich black and device link profiles

Film Densitometers

To test incoming films, control your film-setting process, and even calibrate your halftone film imaging device, rely on the X-Rite 361T Transmission Densitometer or the 341 Portable Transmission Densitometer for accuracy and repeatability.