



# ColoRed Ink Optimizer

Optimize your print process with ColoRed, the brand-new product of MMS. ColoRed especially is thought to enable everybody the possibility to use the well-discussed ink reduction in print processes. Ink reduction, in former times a pretty expensive matter, will now also fit into low budgets using ColoRed.

The advantages of ink reduction are quite obvious:

- ink optimization will reduce the complete ink coating which will lead to
- shorter drying times
- faster processing (cutting, folding, etc.)
- reduced waiting times for perfecting
- less powder leading to reduced cleaning needs
- better gray balance by this low colour variation
- reduced adjustments/corrections during running print processes
- lowering of production costs



CMY original

CMY optimiert



K original

K optimiert



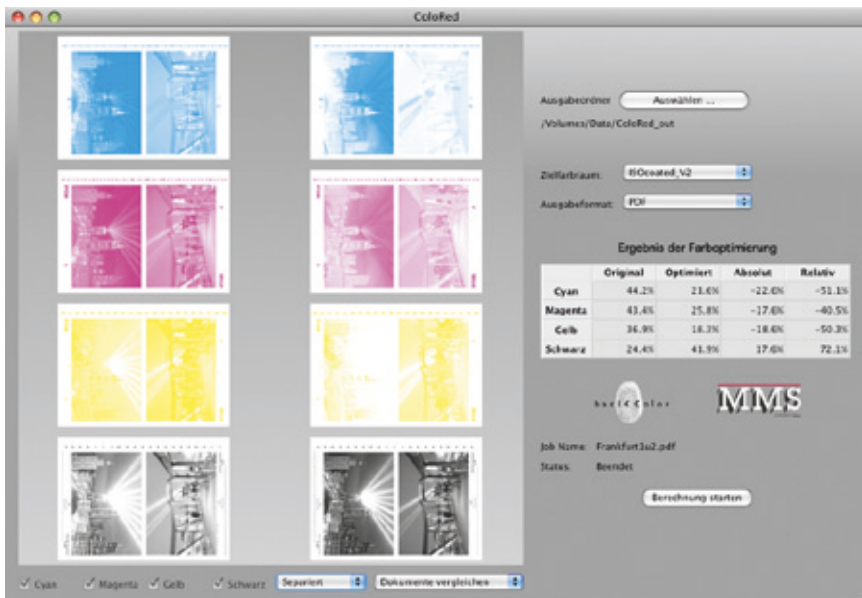
CMYK original

CMYK optimiert

With ColoRed you will be able to profit from all these benefits. ColoRed will optimize the colours of all images in PDF and PS files - simply drag & drop the document into the window of ColoRed and within short time a new PDF or PS file is available which was perfectly ink-optimized for the following print process.

The example to the left clearly shows how the same result can be reached by extremely reducing the colours CMY when compared to a calculation without reduction. In this context gray component replacement (= GCR) is the magical procedure. In other words, certain parts of CMY will be replaced by black. To be able to reach a reproducible result ColoRed uses so-called device link profiles. This enables to exactly define which CMY parts of an image will be reduced and replaced by which amount of black. The scope of shipment of ColoRed includes device link profiles for ISOcoated\_v2, ISOuncoated and ISOnewspaper.

Ergebnis der Farboptimierung				
	Original	Optimiert	Absolut	Relativ
Cyan	15.1%	4.8%	-10.3%	-68.2%
Magenta	28.8%	20.4%	-8.4%	-29.2%
Gelb	41.8%	33.6%	-8.1%	-19.5%
Schwarz	26.2%	30.5%	4.3%	16.4%



ColoRed is based on the well-proved easy to use handling of all the MMS products. The software is ready to use with effortless ease. Because of the intuitive user interface there is no necessity to possess knowledge on colour management. ColoRed offers the feature to directly compare the original document with the optimized one and shows how CMY was reduced and black was increased. Moreover, a table will be displayed for each document showing how

much CMY was saved and how much more black was needed. With ColoRed you get the complete control on the amount of ink which will finally be contained in the images of the optimized documents. You will pretty soon realize the significance of the colour black. Black will get the same valence as CMY. Convince yourself how much excess colour may be found in the images printed day by day. You will be surprised how less ink is needed for a brilliant print result.

You may use a 14 days trial version to check yourself.

#### Specifications for ColoRed Ink Optimizer

- Ink optimizer of images in single-paged PDF and Postscript documents
- supports Mac OSX and WinXP/2K

#### - Minimum requirements for Mac OSX

Operating system      OSX 10.4.X  
 Hardware platform      G4, G5, Intel-based Mac systems  
 Memory                    1 GB Main memory

#### - Minimum requirements for Windows

Windows XP with service pack 2, Windows 2000, Windows 2003  
 Hardware platform:      Pentium and compatible, Duo Core  
 Memory                    1 GB Main memory

Pour plus d'informations

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