

2016

” Making A Future  
with Color Management

THE INTERNATIONAL CONFERENCE

**NPES-ICC COLOR MANAGEMENT | 2016**

MARCH 17, 2016 • JAKARTA, INDONESIA • POLIMEDIA AUDITORIUM





Esther Hoon  
Sales Development Manager  
Fiery Business Asia Pacific

Jim Koh  
Sales Technical Specialist  
Fiery Business Asia Pacific

# Which is the correct shade of Gray ?



What about this?

Perception!

Trick



~~Argument!~~



# Target is a Must!

Color needs target else there is  
no meaning.

**No Dispute!**

# International Color Standard



# Accuracy

How to achieve international standard  
with your printer

# Consistency

Achieving day to day output repeatability



# Accuracy and Consistency Roadmap

Accuracy

Consistency

# Tools

- Measuring equipment: i1 + iO Table
- Color Management Software
- D50 Light Box

# START SIMPLE

**Ease of use**

**Go with automation**

**Build technology with  
simplicity**

Today EFI has got the  
answer



Thank You!