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POLESTAR

Introduction to PSR
v2

Cologne 25 June 09

Calibrating the process through conversion profiles

- Historically Polestar has it's own in house standard

- Based on PSTAR proofing standard

- Ink formulated to match the PSTAR proofing standard

- Unique gradations to match to PSTAR proofing standard

- The original concept was to build a standard which enabled us to match offset as accurately as possible due to large number of proofs we received at offset standard that often led to complaints

- This concept was successful but means we cannot match PSR v1 or PSR v2 without a conversion profile

- Polestar yellow more green
- dE_{MAX} 4.25
- Polestar magenta very yellow
- dE_{MAX} 5.01
- Cyan closest match
- dE_{MAX} 3.82
- Polestar key is very neutral
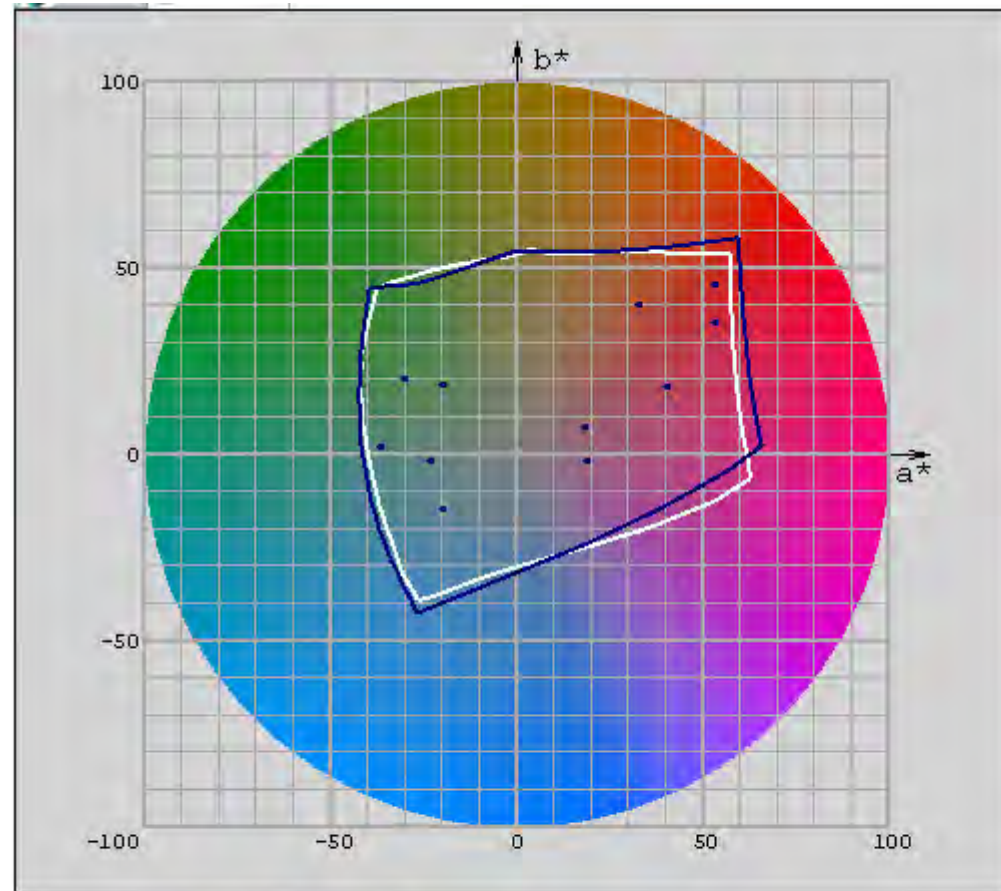- dE_{MAX} 5.50

Polestar against
PSR_LWC_v1
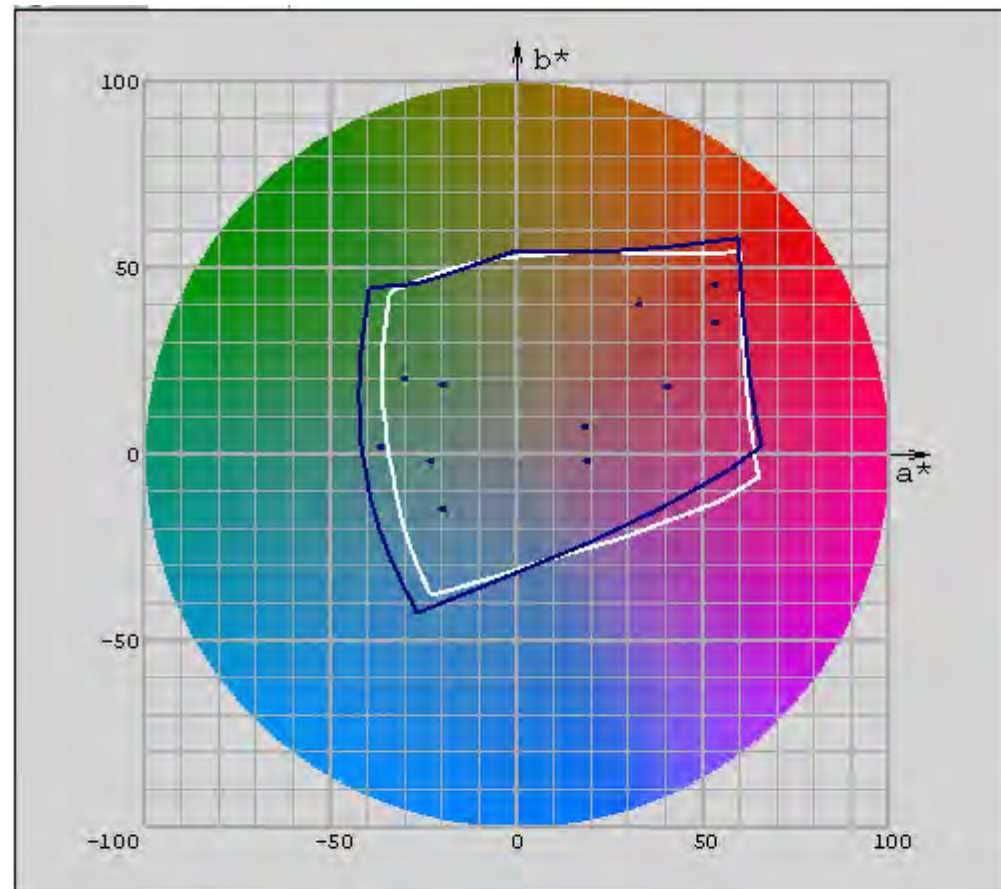
Reference : Gravure_PSR_LWC.csc
Sample : P5 LWC Master.csc

Polestar against
PSR_LWC_STD_v2

Reference : PSR_LWC_STD_Ex880_GMGsemimatt
Sample : P5 LWC Master.csc

- Conversions need a reliable proofing standard
- Large visual differences between proofs from ICC based workflows and mx4 profiles
- Our standard procedure for ECI_v1 work is very different to work to the PSTAR standard
- Every ECI customer has to supply test proofs along with an ECI2002 chart for the creation of a gamut
- In a lot of cases the conversions are unique to the repro house and paper type
- This lack of reliability means a lot of extra work which could be avoided

- Very minimal manual editing of proofer calibration curves means greater stability between different proofing systems

- Greater compatibility between ICC and mx4 profiles

- Less difference between SC gamut and LWC gamut which will help meet customer expectations when the wrong proof standard is supplied

- Should enable us to set up standard queues for all PSR_v2 to PSTAR proof standards without taking into account the proofing system or workflows

- Initial tests have been very positive and we have had excellent colour correlation between PSR_v2 and our in house standard without having to carry out manual correction of the mathematical gamut

- We intend by year end to change our ink so we can match ECI_v2 directly through engraving

- Ironically this will not be the end of conversions as we will still have to convert from ECI_v1 to ECI_v2

- This can only be avoided when all customers have changed over to the latest version

Thank You