Welcome to

Introduction to PSR V2 by ERA/ECI

Cologne, 25th of June 2009
298 IKEA Stores
in 36 Countries/Territories

New Store Openings:
June 29, Würzburg, GERMANY
July 27, Dublin, IRELAND
A LIVING IKEA® CONCEPT
To create a better everyday life...
...for the many people.
We shall offer a wide range of well designed, functional home furnishing products...
...at prices so low...
...that as many people as possible will be able to afford them.
It started with mail-order more than 60 years ago in the province of Småland in southern Sweden.
Mail order needed a showroom to demonstrate “quality and price” in real life.
Later on... the showroom needed an invitation.
The IKEA® Catalogue

200,000,000 copies
Print Production FY 2009

1,300,000,000 copies

Inter IKEA Systems B.V.
Our Challenge

\[
\frac{1}{21} \times \sqrt{50^+ \times 40^+} = x
\]

\[
x = 1
\]
Our Challenge

ISO
PSR
SWOP
3DAP
Japan Color
Custom

My Brite
UPM Max
Terrapress
Acclaim
Finesse
Chromocard
Grapho
Ecopaque
Publipress
Galeri Lite
Inopress
M+
Holmen
Novapress
Artic Silk
Cote G

Burda
Schlott
TSB
Prinovis
Mondadori
Sagawa
RRD
Quebecor
Brown
Mazzuccelli
Winkowski
PMP

1 image  21 standards  50+ paper grades  40+ printers = 1 expectation
Why is IKEA here?

- We trust in printed matters to drive traffic to our stores!
- We believe in constant improvement.
- The IKEA Concept is a proven example that sharing knowledge is the key to become better than good.
PSR V1 experiences

- Unsatisfying grey balance
- Inconsistent profile description
- Mismatches between proof and print
- Heavy labour to align profile to IKEA Colour Family
PSR V2 experiences

Grey balance

PSR V1  PSR V2
PSR V2 experiences

Gradation
Smooth and well-balanced
PSR V2 experiences

Paper simulation
More likely reality
PSR V2 experiences

PSR Version 2
Simply better than its forerunner
PSR today and tomorrow

PSR as a conjoint communication platform

- Proofing gives a clear prediction
- Proofing delivers a clear expectation

2000: Digital Proof was an element of uncertainty
2009: The Proof is the most predictable part in the process
PSR today and tomorrow

ISO
PSR
SWOP
3DAP
Japan Color
Custom

ISO Standard
International
Organisation for
Standardisation
IKEA Colour Family Concept

and the advantage of a RGB Workflow
Vision and opportunities

Step 1: RGB Workflow
Step 2: Lab Workflow and modular profile generation

Lab workflow
- Perceptually uniform
- Approximates human vision

Modular ICC-profiles
1. Ideal-theoretic colour space
2. Media influences (paper characteristics, monitor
3. Output device properties
Vision and opportunities

Requirements

- Photoshop file structure needs to develop
- More tools for Lab space
- 16 bit handling
IKEA Colour Family Concept

RGB workflow based on gmg color
ColorServer technology
IKEA Colour Family Concept

Expectation
Prediction
Correlation

Gravure ECI
Japan Standard
Offset ISO
Web presentation
Colour Family Master
Gravure US
SWOP
3DAP
Do we think new media?

RGB
Traditional Colour Management

1. RGB file
2. DANGEROUS INTERSECTION
3. CMYK target

Adobe RGB

- PSR-ECI
- ISO Offset
- SWOP
- 3DAP
- Custom Adaptation
IKEA Colour Family Concept

1. RGB file
2. Virtual separation
3. Virtual CMYK
4. Harmonised separation

Colour Family Master

SWOP
PSR
ISO
SWOP
3DAP
Custom Adaptation

Inter IKEA Systems B.V.
Device Link Technology

Artwork = CMYK
ColourFamilyMaster

Image = RGB
Effects on IKEA

- 60-80% less corrections at repro (Layout repro)
- Quality enhancement on source images (Photo repro)
- Shorter lead-times (max. 2 proofs)
- Same image appearance regardless standard and paper grade
- Faster print-readies at press
- Satisfied photographers and printers
Do it the IKEA way.

With togetherness and enthusiasm
With transfer of know-how and uncertainty
With trust and openness
“It’s a glorious future - most things remain to be done!”

Ingvar Kamprad,
Founder of IKEA
Tack så mycket!
[thank you]