

Welcome to




Introduction to PSR V2 by ERA/ECI

Cologne, 25th of June 2009

IKEA®



Inter IKEA Systems B.V. 



298 IKEA Stores
in **36** Countries/Territories

New Store Openings:

June 29, Würzburg, GERMANY

July 27, Dublin, IRELAND



A LIVING IKEA® CONCEPT

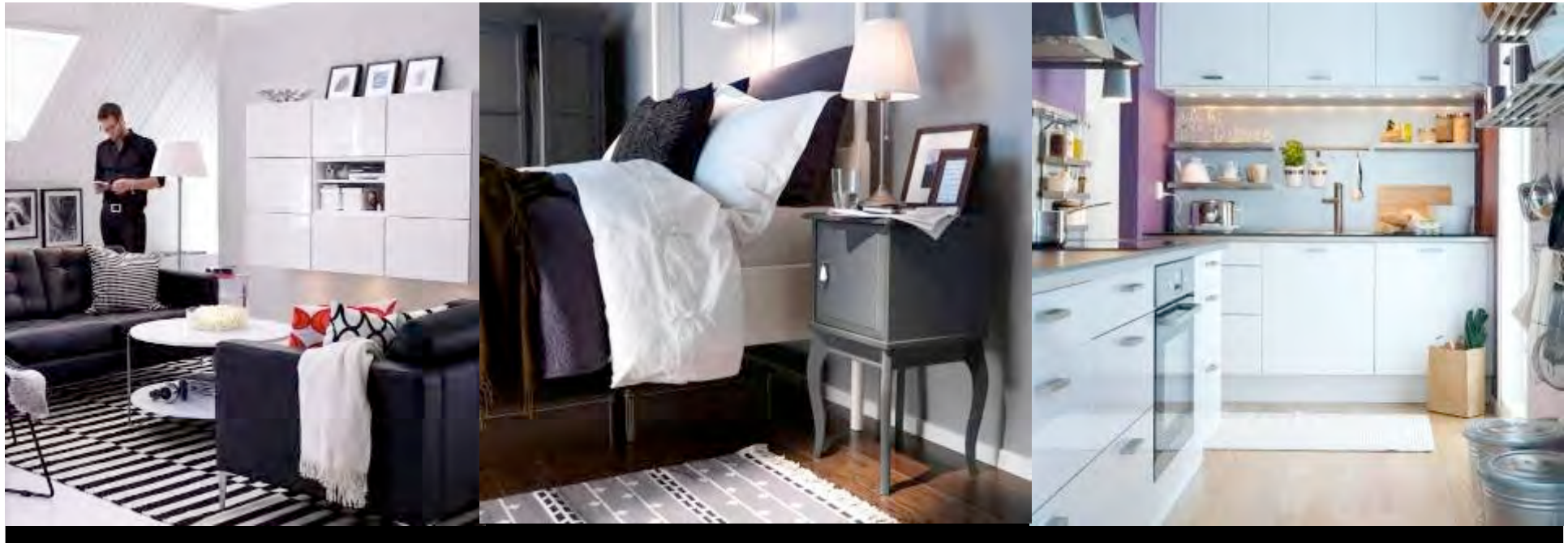


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To create a better everyday life...



...for the many people.

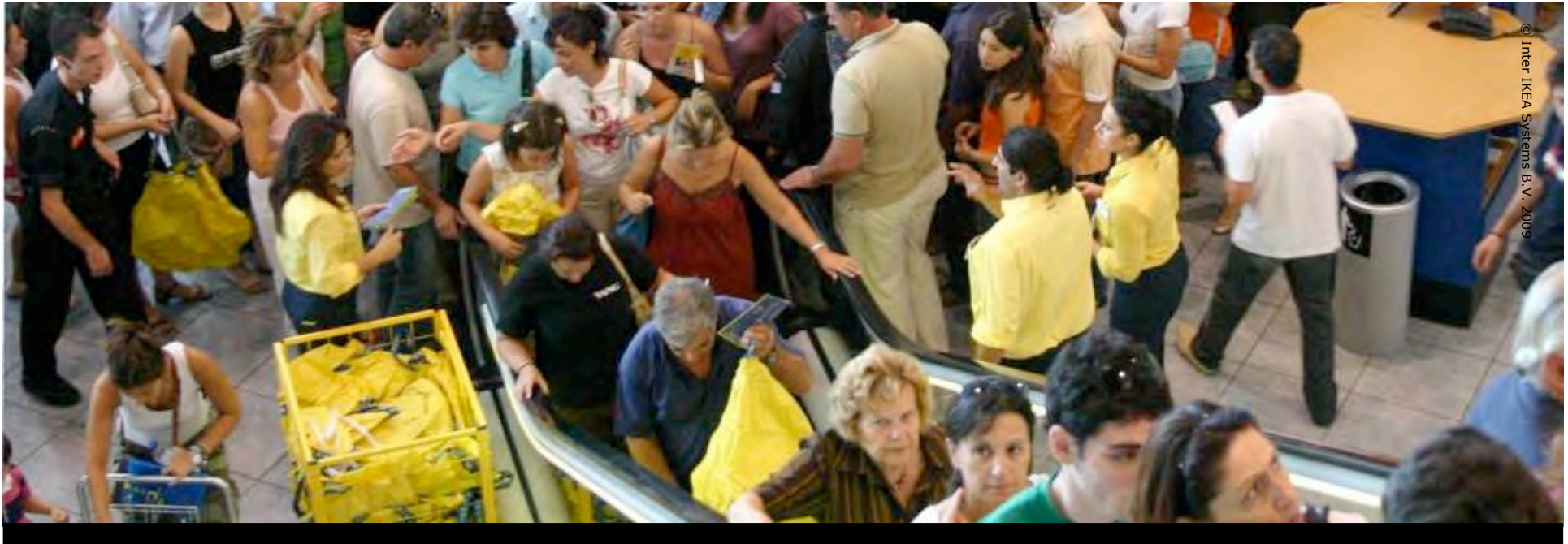


We shall offer a wide range of well designed, functional home furnishing products...



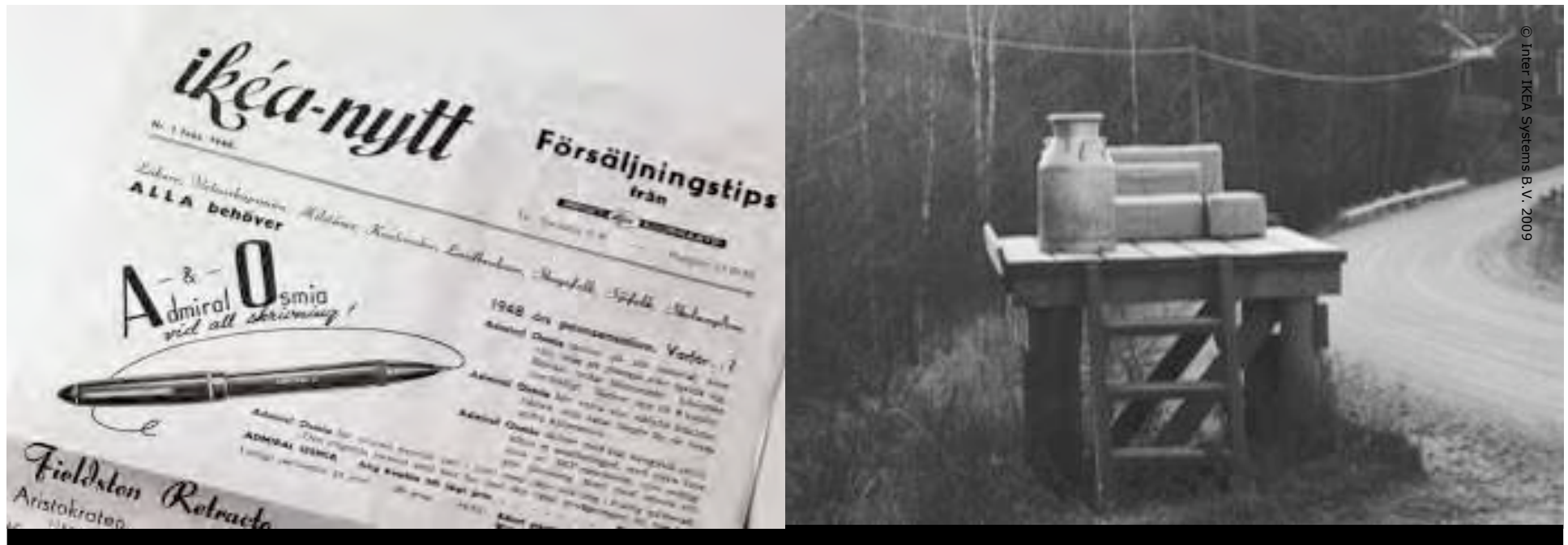
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...at prices so low...



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...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




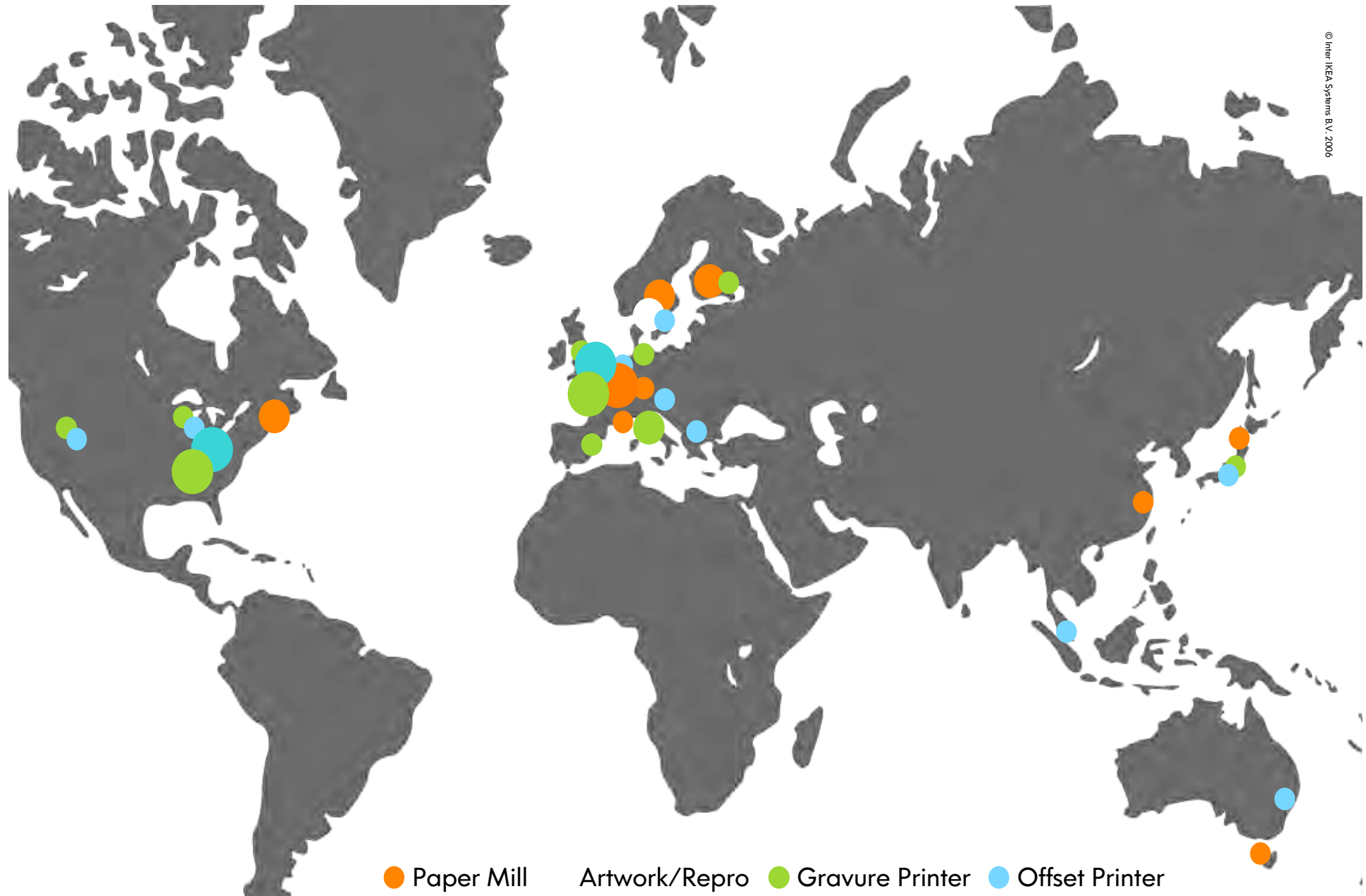
200.000.000 copies

Print Production FY 2009



1.300.000.000
copies

Inter IKEA Systems B.V. 

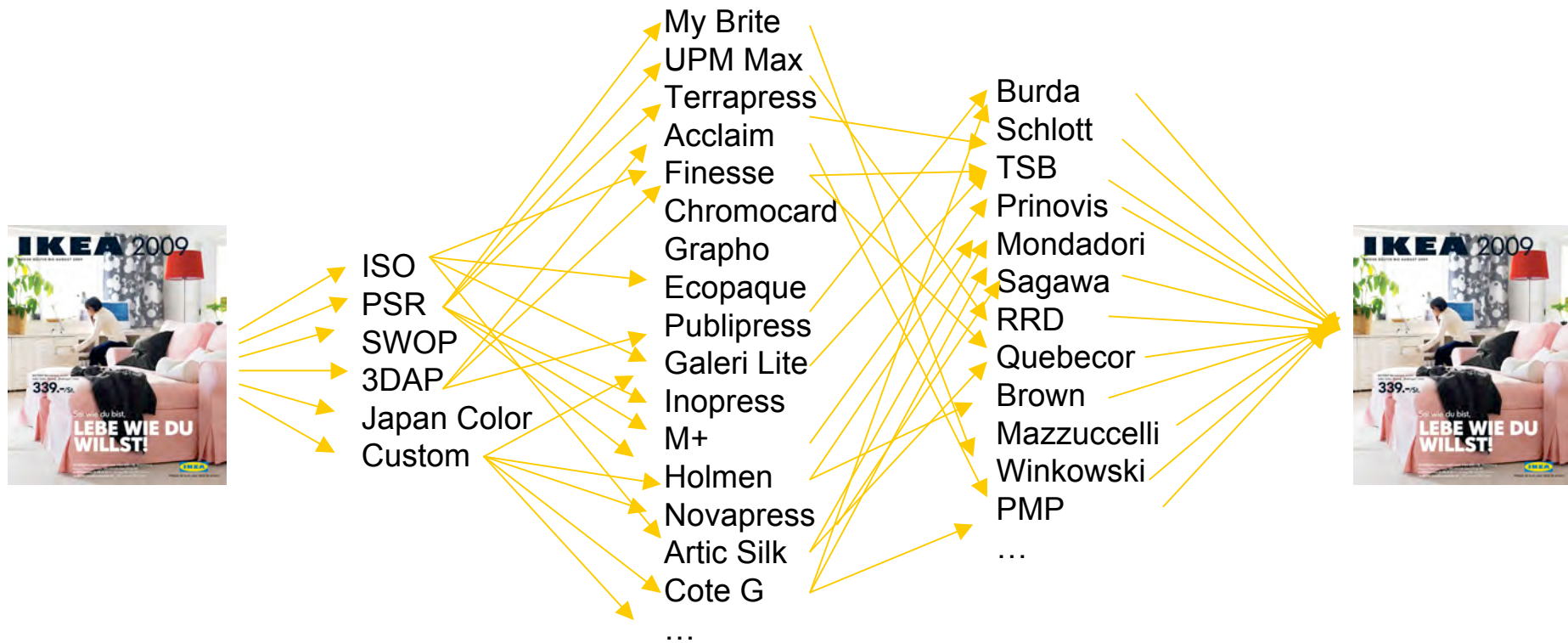


Our Challenge

$$\frac{1}{21} x \sqrt{50^+ x 40^+} = x$$

$$x = 1$$

Our Challenge



1 image 21 standards 50+ paper grades 40+ printers = 1 expectation

Why is IKEA here?

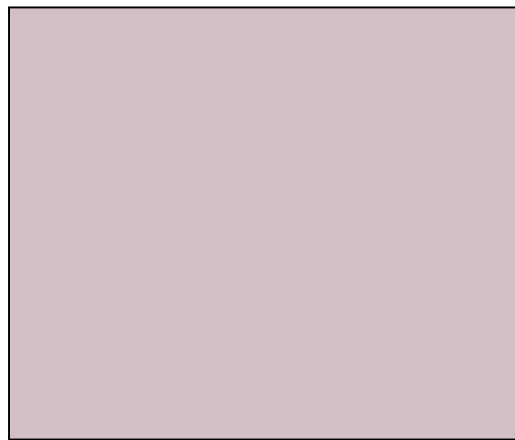
- We trust in printed matters to drive traffic to our stores!
- We believe in constant improvement.
- The IKEA Concept is a proven example that sharing knowledge is the key to become better than good.

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

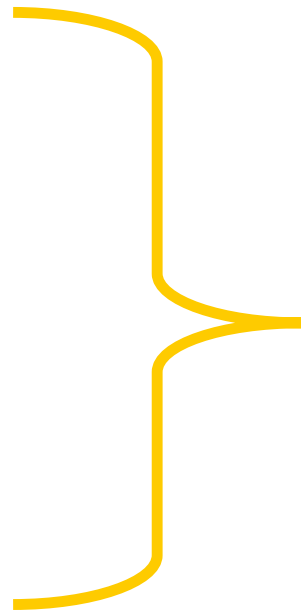
- Proofing gives a clear prediction
- Proofing delivers a clear expectation

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

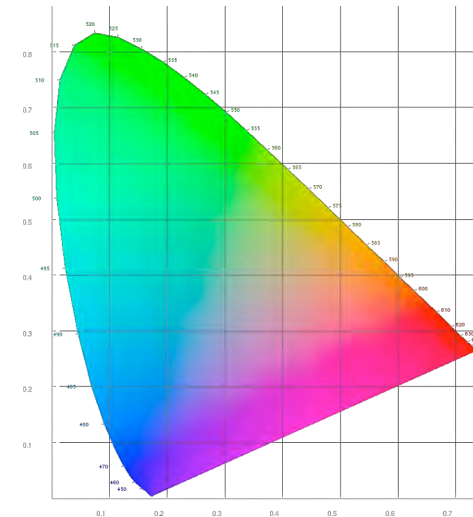
Step 2: Lab Workflow and modular profile generation

Lab workflow

- Perceptually uniform
- Approximates human vision

Modular ICC-profiles

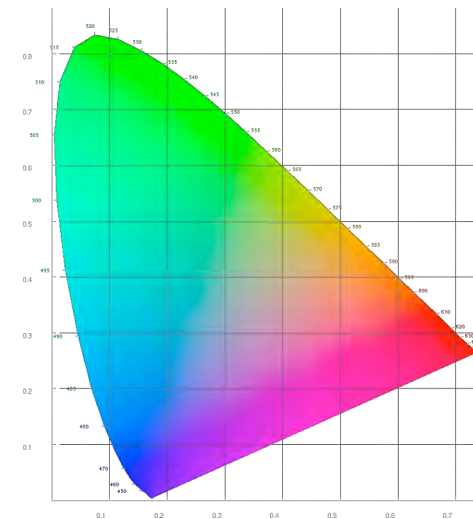
1. Ideal-theoretic colour space
2. Media influences (paper characteristics, monitor)
3. Output device properties



Vision and opportunities

Requirements

- Photoshop file structure needs to develop
- More tools for Lab space
- 16 bit handling





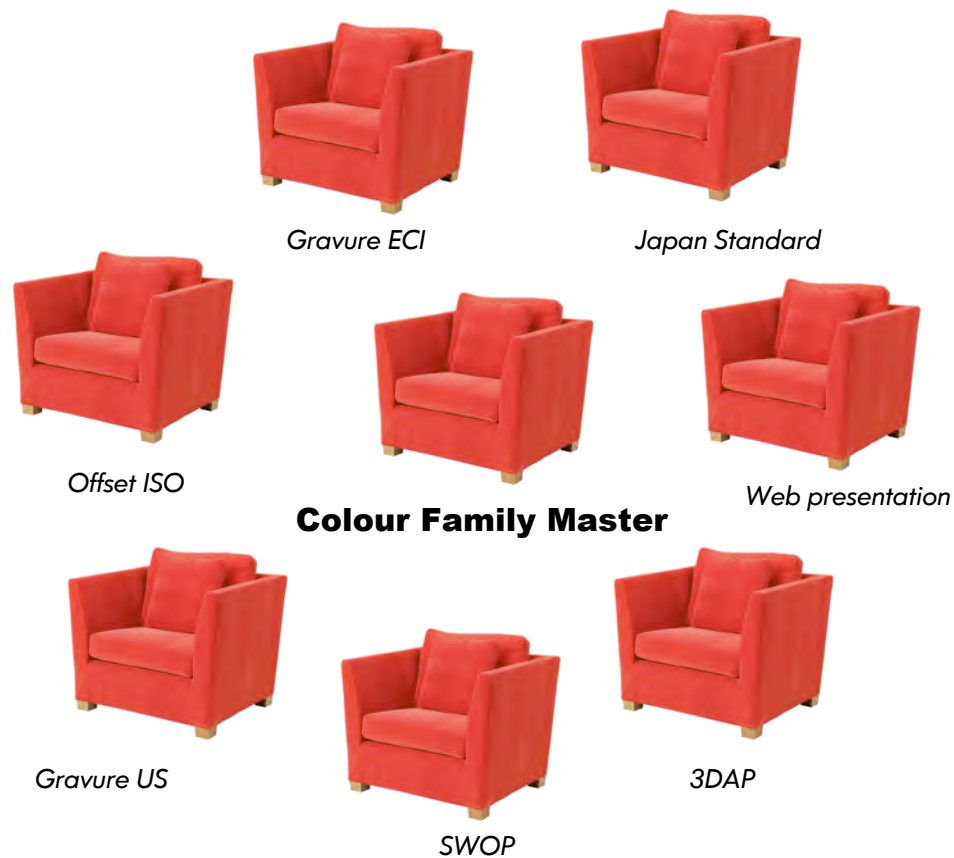
IKEA Colour Family Concept

RGB workflow
based on

gmg^{color}

ColorServer
technology

IKEA Colour Family Concept



Expectation
Prediction
Correlation

Do we think new media?

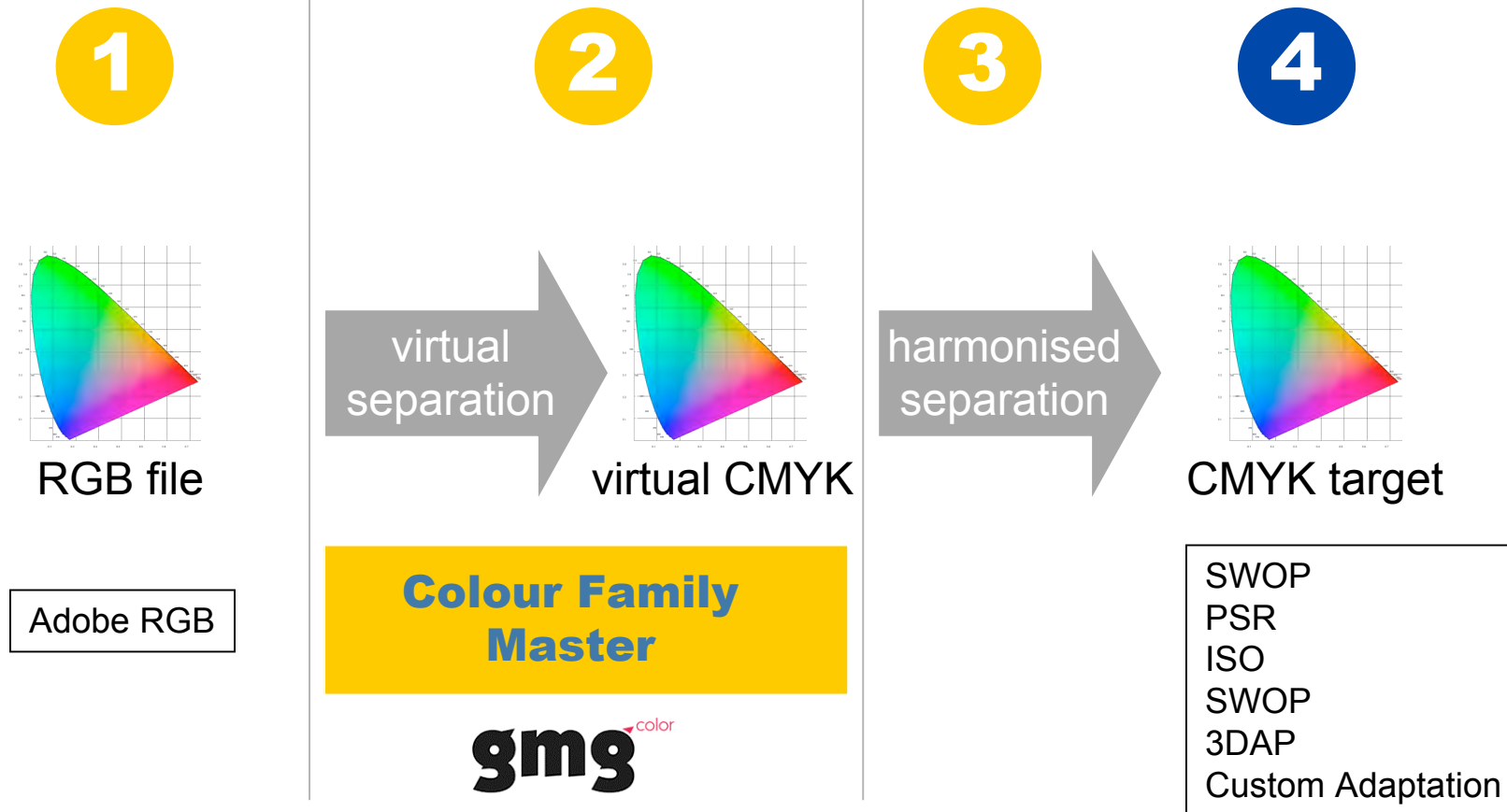


RGB

Traditional Colour Management



IKEA Colour Family Concept



Device Link Technology



Artwork = CMYK
ColourFamilyMaster

Image = RGB

Effects on IKEA

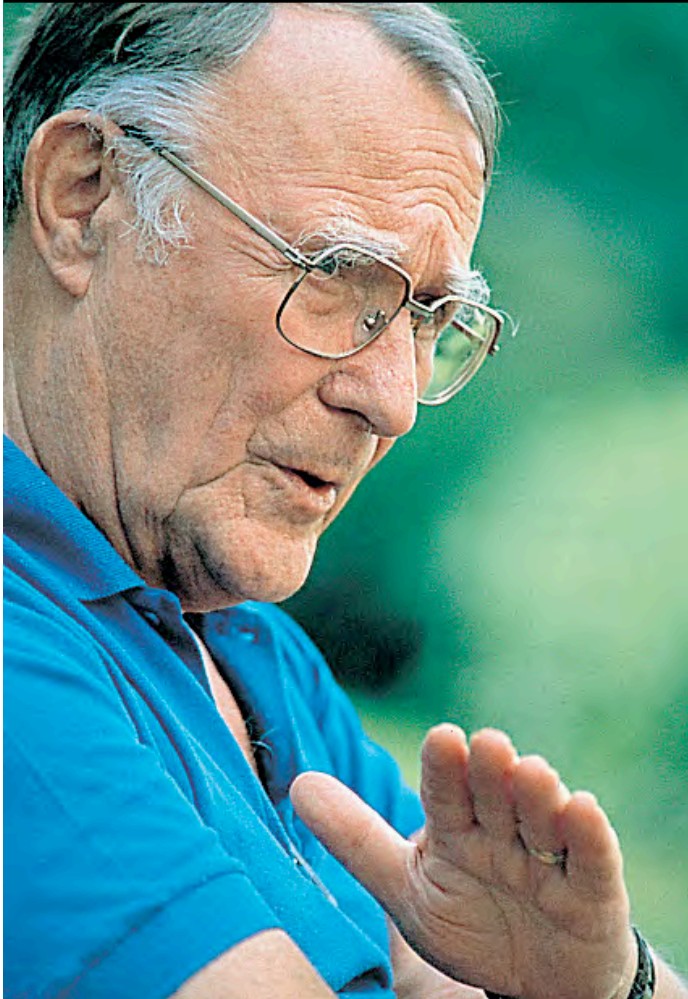
- 60-80% less corrections at repro (Layout repro)
- Quality enhancement on source images (Photo repro)
- Shorter lead-times (max. 2 proofs)
- Same image appearance regardless standard and paper grade
- Faster print-readies at press
- Satisfied photographers and printers



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]

