

Profile Verification Kit

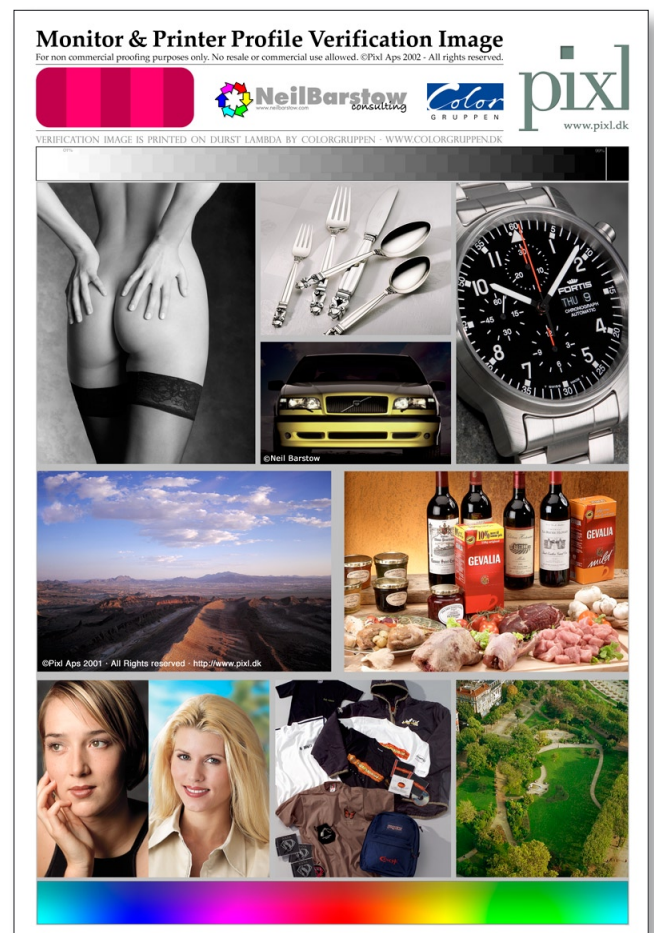
This profile verification kit can be used to check if your monitor displays images the way it should. It can also be used as a guide to whether your printer is capable of producing proofs for graphic arts use.

The kit contains the following:

- *One Lambda print of our test image.*
- *On disc, the actual CMYK file which has been printed on the Lambda.*
- *An Adobe® Photoshop® proof setup, to ensure that the monitor can accurately simulate the print.*
- *A metamerism checker (attached to the print) to verify the suitability of the viewing environment.*

The print in the kit has been made on a calibrated and profiled Durst Lambda printer, and the quality has been checked under correct D50 lighting conditions, and verified by Pixl / Neil Barstow Consulting, to ensure that it is a true representation of the image file, not just another pretty print.

Using the Profile Verification Kit is simple, yet extremely effective: Since we know that the print we have is an accurate representation of the file, we simply compare the print to our monitor or to another print to verify that item. You will need to make sure that you view the Verification print in a D50 or D65 daylight environment or it won't work!



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Using the Verification Print to check a monitor profile:

1). First calibrate your monitor using whatever means you have available. A hardware calibrator is desirable, but in some cases visual monitor calibration utilities like Adobe Gamma (free with Photoshop), or Colorblind's Prove it! will do a fine job. We generally recommend calibration of monitors to *D65 (or 6500 Kelvin)* and *Gamma 2.2*, regardless of platform. The only exception is CRT monitors with an "Apple" logo on them which should be calibrated to Gamma 1.8.

2). Next, install the *Verification Setup.psf*. This is a Photoshop proof setup for Photoshop 6.0 & 7.0+. It should reside in the *Proofing* or *Proof* folder where Photoshop stores its custom proof setup's. The exact location of this folder will differ with various operating systems, and user privileges. If you are unsure of where to find it, there is an easy way is to determine its exact location: Open Photoshop, choose *View > Proof Setup > Custom Proof Setup* and create a new setup. Use any profile you like for this test, *Save* this setup and call it *Pixlproof*. Then make a search for *Pixlproof.psf*, and put the *Profile Verification.psf* file in the folder containing this proof setup. Next time you open Photoshop you can choose the newly added verification file option from the *View > Proof setup* menu.

3). Next, set your Photoshop color settings to *Europe Prepress default* to set-up the profile mis-match handling options correctly, ready for the next step.

4). Open the *Profile Verification.tif* file and choose *Preserve embedded profile*, when prompted with a profile mismatch dialogue during opening.

5). Choose *View > Proof Setup > Verification Setup*.

6). Find a place to view the print in a daylight environment (preferably a D50 or D65 light-booth), and compare the Lambda print with your monitor. Beware that unless the little maroon patch (the metamerism checker) on the print looks even (without any stripes) it is not in a daylight environment, and the print will not have the correct appearance. This is absolutely crucial, so please make sure you are viewing the print in D50 daylight or similar circumstances when comparing monitor and print!

If the monitor doesn't match the print pretty well, there is something wrong with your monitor calibration. If you use a hardware calibrator it might be faulty, or you might have done something wrong with the monitor calibration. If you use a visual calibration utility, the print can be used as a guide to get it right, simply by tweaking the settings until the print and screen look similar...

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Using the Verification Print to check another proof print:

As print substrates have different properties under different lighting, due to differences in paper and ink, you need to ensure you are comparing prints in a daylight environment since this is the only place where the Lambda print will appear absolutely correct. This comparison will demonstrate you how close to perfect your prints will look when viewed in a graphic arts environment, or similar, where using a D50 light source is the de-facto standard.

Summary:

- 1). Set Photoshop color settings to **Europe Pre-press defaults** to ensure correct handling of the file you are about to open.
- 2). Open the **Profile Verification.tif** file and choose **Preserve Embedded profiles**, when prompted by a profile mismatch dialogue as the image file opens.
- 3). Print the file on the printer you wish to check, using the correct printer profile where applicable.
- 4). Let the print dry for some time. Inkjet prints will change appearance during the first 12 to 24 hours, and cannot be accurately evaluated until they are stable. Many other types of print have similar properties.
- 5). Compare the prints in a daylight environment. Pay special attention to the maroon strip illumination checker, and make sure it

doesn't have any stripes. If it does, your viewing environment is incorrect and the test will be invalid.

If the prints match closely, you can be assured that your printer is acceptable as a proofer, as this test verifies that your own print will have the correct appearance in a D50 environment such as in a press room.

If the print doesn't match closely in this light, your printer won't be suitable for use as a proofer, as proofs (per ISO standards) are viewed in D50 or D65 lighting environments.

There can be a number of factors playing a part in why the prints do not match:

The paper you are printing on, or the inks you are printing with, are, of course, different from the ones used in a Lambda print. As such the prints may differ in daylight/D50 light due to different spectral properties. Severe illuminant metamerism is especially common for printers using pigment based inks. Illuminant metamerism describes a problem where neutral areas of a print may take on a cast, often greenish, when viewed in daylight, whereas they look fine in tungsten light. If the paper you used contains optical brighteners, or the inks contain fluorescent components, prints will rarely be a close match in a daylight environment.

We can advise in these circumstances, under our normal support terms.

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