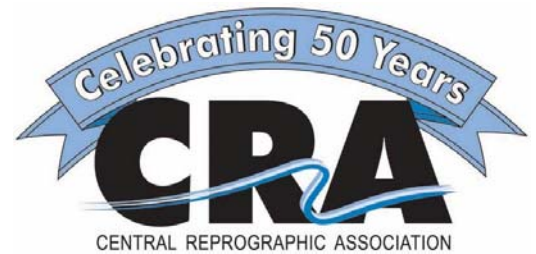




March, 2005

PRESIDENT SPEAKS...



MARK YOUR CALENDARS FOR THE CRA CONVENTION

SEPTEMBER 29 THRU OCTOBER 1, 2005

Our Convention will be held at the Marriott Lincolnshire Resort conveniently located just 18 miles Northeast of Chicago's O'Hare International Airport. The Marriott features all the fine qualities of a resort. There are several restaurants, indoor pool, a health club, indoor racquet center, game room, massage therapy and the George Fazio designed PGA championship golf course waiting for our members to enjoy. As added amenities, we will take advantage of the award winning Marriott Theatre for our Thursday evening entertainment.

Your board of directors is working very hard in providing a special Convention filled with exceptional education, exhibits and networking opportunities. The CRA has become highly respected for arranging a high quality Convention. Here are a few of the highlights you can expect from this year's event.

- *Educational Programming:* The CRA will continue the successful traditional/technical approach to its program. We will "continue" the lively discussion of "charging for digital services" presented at the IRGA in May. Arrangements are being made to invite several of those panel members to our convention! Special technical sessions are in the planning stages, which range in topical of handling DWF files to printing on special color media. Please watch future newsletters and our web site for further details.
- *Trade Show Exhibits:* We are pleased to announce that our trade show floor is over 50% sold at this time. The CRA board works hand in hand with our valued vendors to ensure a successful event for all attendees. Participating vendors are invited to all CRA social events, which helps to promote many networking opportunities.
- *Social Events:* We kick off each convention with our traditional "scramble" golf outing on Thursday. Conveniently located on the resort is Crane's Landing, a fantastic 18-hole PGA championship course that will please beginner and scratch players alike.
- Thursday evening will feature dinner and attendance at the live musical performance of "Footloose" for all attendees to enjoy. Friday evening, please plan on joining your friends for Dinner and Charity Auction. Year after year the CRA shows its incredible generosity to a named charity. This year the Multiple Sclerosis Society will benefit from our auction, so come prepared to bid on many fine items!
- As always, our hospitality suite will be available for all attendees to enjoy refreshments and lots of discussion.
- *Relaxation:* The Marriott Lincolnshire Resort is a great place to enjoy some down time. Our Midwestern fall colors should be the perfect backdrop for outdoor activities or take advantage of the various indoor activities.

Please keep an eye on future newsletters and our web site www.cra1.org for up dated details on our 50th Annual Convention. On behalf of your board of directors, I hope you make plans on attending YOUR convention this fall. You'll be happy you did!

Chuck Wingard,

CRA President

**CRA CELEBRATES 50 YEARS
SERVING THE REPROGRAPHIC INDUSTRY!**

As a service to our members, here is a follow up to the technical session that Roy Bohnen presented at the 2004 Convention. "Good, Better, Best – Suggestions for Improving Your ICC Workflow"

Anatomy of an ICC Workflow

Most, if not all of you, use ICC Compliant applications or RIP's in your workflow. However, there is still a great deal of confusion on what profiles are and how they are most effectively used. Compounding this problem, device calibration is part of this equation. The role of calibration in color communication can be unclear as well.

This article is intended to describe a calibration and a profile, and how they will be most effectively used in your workflow. It is also intended to expand upon the two key words used in a statement above. Color Communication is what we are looking for in a profiled workflow. In short, how do I tell my devices what I want so I do not have to do the job over again?

Let's begin with the basics of calibration and move along from there. In order to obtain the most optimal preview, capture, or output, we must understand how to calibrate our devices. Calibration allows each device to behave in a known, quantifiable, and repeatable state while optimizing the capabilities of the device. Known means a standard, guideline, or specification. Quantifiable means it can be measured and compared. Repeatable means it can be reproduced on a daily, weekly, monthly, or yearly basis. For a monitor, this means a good, balanced white and black point as well as balanced tones along with an appropriate gamma setting. For a scanner or digital camera this means a good balanced white and black point as well as balanced tones. For a printer, that means a balanced high light (smallest amount of colorant applied) and good black point (maximum amount of colorant applied) and evenly distributed tones in the primary and secondary colors. While these devices all respond differently, the concept of optimizing their capabilities is much the same.

Plain and simple, do not allow the supplied or created calibration the ability to compress or giveaway the usable capabilities of the device.

A profile is a precision look up table describing how each of the devices in your workflow displays (monitors), captures (scanners or digital cameras), and prints (RGB, CMYK, or other color space printers). Simply put, the profile is a description of the calibration. Good calibrations typically mean good profiles, and bad calibrations typically mean bad profiles.

Which means this...If your profiles are not accurately predicting or describing your color expectations, it is more likely that the calibration is at fault, not the profile.

In an ICC workflow, your workflow tools (the RIP) should include the ability to recalibrate your device back to its standard, or preset condition that the profile was made under. If it does not, then you will be required to re-calibrate, then re-profile if any of your devices drift or change over time.

Profiles are used in order to provide color communication within the workflow.

In order to enable an ICC Compliant Workflow, we require three components.

1. Profiles of our input, display, and output devices.
2. A Color Management Method (CMM) in order to perform the color space transformation.
3. A call or command from an application, server, or RIP.

In order to build a workflow, whether manual or automatic, we need to understand a few fundamentals.

First is that color must be mapped from one color space to another color space.

Plain and simple, the same color ingredients sent to all of the devices in your workflow will result in different color output from the various devices. You have the choice of trying to make all off the devices in the workflow, including media, resolution, number of passes, number of inks, etc look exactly alike using a calibration process. As you should know by now, this is impossible.

Therefore, you must change the ingredients of the digital files going to each of the calibrated devices in order to obtain accurate color. This is where the profiles come in order to create workflow automation.

Secondly, we must define our expectations of the workflow by defining what we want the digital content to look like and where we want the image to go to. This is the color communication outlined earlier.

The most commonly used terminology used here is a Source, Destination, or Simulation profiles. Some of you have been taught that the Source Profile is used to describe where the image is coming from. While this can be considered accurate, a better way to look at the Source profile is “What do you want the image to look like?” The Destination profile is used to describe where the digital content is going to.

Another lesser known or used concept is called a Simulation profile.

This concept allows you to create output that makes one device behave or print like another device.

Let’s review these descriptions again using a workflow.

We will operate on the assumption that you have profiles for the devices on your workflow, and that the profiles are loaded on your RIP, or automated workflow.

To keep this simple, we will focus on sending digital content to a printer.

Within the ICC Profile Settings on your RIP, you are asked for the Source Profile.

Remember that the Source can mean two things. Where the image is coming from or more accurately, what you want the image to look like.

This could very well be the setting that you are using within Adobe Photoshop in order to soft proof the incoming customer files. An example of this might be Adobe RGB (1998) or ColorMatch RGB for the RGB Source Profiles, and US SheetFed Coated or US Web Coated for CMYK Source Profiles. You should take time to look at your Color Settings within Photoshop to make sure which profile is being used. Remember our Color Communication concept? If you are telling Photoshop to preview the images with these settings, why would you tell your RIP that you are doing something else?

The destination profile or output profile is where the image will be printed to.

This profile describes the device and media, along with any other important settings.

Remember that this profile is a description of the device and media as defined by the calibration.

If you understand the concept of device optimization, which is the process of calibration, then apply the concept of color communication via the profile usage dialogs, you will be well on your way to achieving more accurate, consistent output.

Submitted by:

Roy Bohnen

Digital Attributes

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**IRgA 2005 79th Annual Convention
and Trade Show**

May 11-13 2005

Caesars Palace Las Vegas, Las Vegas, NV

www.irga.com

“There is hardly any place or any company where you may not gain knowledge, if you please; almost everybody knows some one thing, and is glad to talk about that one thing.”

Lord Chesterfield (1694-1773)

Membership Round-Up

Thank You to all the companies that have renewed their CRA membership for 2005. Your continued support enables the association to serve its members and it is testimony to your interest in strengthening our industry. For those that have yet to renew, please take the time to do so now. Your support will insure that the association will have the financial resources to continue its efforts in providing the quality educational programs the membership has come to expect. An application is provided below. Just print out the form, fill out and send it along with a check payable to CRA for \$125.00 to the address shown below. We look forward to your support.

Sincerely,
 Steve Zawoyski
 Vice President & Membership Chairman

Membership Application

The CRA is a non-profit association of reprographers and digital printers. Membership in the CRA is available to firms engaged in the reprographic arts and allied industries. (*Reprographics is defined as the production of large and small format copies, either in color or monochrome, and encompasses technologies currently in use within the profession.*) Associate membership is available to manufacturers and suppliers to the industry.

Company _____
 Address _____
 City _____ State _____ ZIP _____ Phone _____
 Primary contact person: _____ Title _____
 FAX _____ E-Mail _____
 Spouse's name _____

Additional Company contacts:

Name	E-Mail	Spouse's name

\$125.00 per corporate membership.

Return this form with your company **check payable to:**

CRA
C/O-Copy Equipment
1000 American Blvd. W
Minneapolis, MN 55420
Attn: Ms. Tracy Albinson

Help the CRA go completely digital for the newsletter. Include e-mail addresses of associates who want to receive the CRA e NEWS. The newsletter is published 4 to 5 times a year with informative information to the members.

Meet you on the greens... CRA's GOLF OUTING September 29, 2005

Crane's Landing Golf Course on site at the Marriott's Lincolnshire Resort is a George Fazio course set along the Des Plaines River. The course opened in 1975 and offers a stern test from the tips. With a 129 slope, this is not an ordinary "resort" course. Though not long, the front side demands absolute accuracy from tee to green. The 154-yard 9th, with a rock piling at river's edge, is one of the area's most scenic (and intimidating) par 3's. Four long par 4's dominate the back nine, with mature trees and water on nearly every hole.

Three PGA Senior "rabbits" qualified for the 1996 Ameritech Senior Open on this beautifully landscaped course that uses old Milwaukee Line railroad boxcars for covered bridges. IPGA Professional: Jim Zeh, 18 holes / Par 70, Steele Index Rating: 84 / 100

More information on registration and sponsorship will be available soon.

Kevin O'Hea
Golf Chairman
505-821-6666 or kohea@acadrepro.com

EXHIBITORS CORNER

Chicago, a Hub of Opportunity

The CRA draws members from eighteen states across mid-America. At its center, Chicago represents one of the top reprographic markets in the US. This year's convention will be an opportunity like no other.

Located only twenty-six minutes from O'Hare Airport (ORD) and thirty minutes from downtown, the Marriott Lincolnshire is very convenient and comfortable. The trade show, golf tournament and kick-off event will be on premises. This convention is designed to give you a chance to meet clients both on and off the trade show floor.

Our convention emphasizes education and discussion. This brings in not only owners but also, department managers from our member companies.

Participation in the trade show also gives your company a free 4"x5" black and white ad in the Trade Show Planner. This can be used to highlight your products and offer show specials. For a small-added charge, this ad can be expanded and produced in color.

Our trade show has consistently sold out well in advance. Space is limited! As of this writing, there are only twenty 8'x10' booths left. *Do not delay.* Reserve your booth space today.

Richard Scott
Vendor Director

Exhibitor registration forms are available on the web site www.cra1.org or contact one of the following for more information: Richard Scott - rscott@michlin.com 800-521-3240, Shirley Zawoyski - shirley@cra1.org 630-351-2202

The end