



# Xerox® MatchAssure

The Right Colour...  
Everywhere, Every Time

# Consistent colour across multiple printers and sites

Whether you're a graphic communications company or an in-plant, you know that having a colour management system that allows you to adhere to a desired industry standard is critical to the customers you serve. Producing the "right" colour is as important as the ability to produce the "same" colour over time and across multiple printers.

Xerox® MatchAssure is an advanced colour management solution that was specifically developed for environments with extremely rigorous colour consistency requirements. If you're trying to get colour consistency across all of your digital presses, you're probably already managing your print facility to a print specification such as Fogra or GRACoL®. With Xerox® MatchAssure, we can help you achieve even higher accuracy for even greater consistency with less effort and time invested.

Xerox® MatchAssure is ideal: it provides an easy, fast solution for consistent colour to meet the most demanding standards on a single printer, over a fleet of printers and across multiple locations. Xerox® MatchAssure combines software loaded on a PC with an attached X-Rite® spectrophotometer to produce a highly accurate Destination Profile for each digital press.

## Match CMYK standards with ease

The MatchAssure software uses the latest innovations in Xerox® colour profiling technology and extends them into an independent colour profiling solution. This leading-edge software delivers exceptional accuracy from a single scan of printed targets. The software iterates on the data collected to create a highly accurate ICC-compliant Destination Profile, so there's no need for iterative print and scan steps.

Scanning just one target from each individual printer produces a printer-specific profile. This saves you time and reduces disruption to your production schedule.

By using a single spectrophotometer for all printers, Xerox® MatchAssure minimises differences that can result in measurement variation between spectrophotometers scanning the same patch.

## Expanded Capabilities for Mixed Printer and Print Server Environments

Xerox® MatchAssure delivers accurate colour in the most challenging environments, including those with a diverse printer and print server mix.

Xerox® MatchAssure reduces operator actions required to scan targets and generate profiles by means of a simple, easy-to-understand GUI. Profiles can be imported into Xerox® FreeFlow® Print Server, EFI® or other DFEs.

## Colour Quality Monitoring

Monitoring of colour data is available for selected printer models. Colour measurements from the ILS are imported into Xerox® MatchAssure. This enables assessment of colour performance on one or multiple presses. A graphical display on the GUI will show analysis of 21 patches to determine which, if any, patches are out of spec for a given press.

The baseline aim and tolerances for each printer are established by taking periodic measurements over the course of 30 days. (This process can be done by the customer or by Xerox, as a one-time service.) MatchAssure uses the aim to compare performance across given presses.



Using the Xerox® MatchAssure GUI option, you can adjust the look of the output based on your particular preference. Skin tones, skies and other colour variables can all be adjusted. For example, if skies are too “warm” for your taste, you can shift the “sky” slider bar toward “more blue.”

### Beyond CMYK: Photo Quality

For photos and images originating in an RGB colour space, Xerox® MatchAssure provides enhanced RGB rendering. This helps deliver realistic colour featuring excellent shadow detail, contrast and smoothness. In addition, new enhancements to the default profiles provide a slightly darker and more saturated look for reds and greens, which is a common preference among large photo printers.

Xerox® MatchAssure optimises skin tones and sky colour. You can also use a GUI option to adjust the look of the output based on your specific preferences. For example, if skin tones or skies are too “warm” for your taste, you can make them look less red by use of slider bars. Xerox® MatchAssure is unique in that it allows localised edits of skies and skin tones, which do not affect the entire image.

Besides editing these “memory” colours with slider bars, RGB preference sliders are available for red and green. These sliders enable you to increase darkness and saturation on reds and greens. There are also separate slider bars to adjust contrast and lightness.

#### Customisation

By using the slider bars, you can create a customised appearance for all or selected RGB workflows. You may also choose to engage our engineering services to develop specialised colour settings to meet your photo quality requirements.



# Match a colour standard today and every day

Making sure that you match a colour standard over time is as important as matching that standard at a snapshot in time.

## Automation for Xerox® FreeFlow® Print Server Maximises Simplicity

Xerox® MatchAssure offers even greater automation opportunities when used with a Xerox® FreeFlow Print Server. The system will send the profiling target to a queue, which is automatically created with the correct settings to print the target, thereby streamlining your workflow. Once the profile is created, Xerox® MatchAssure can then forward it directly to the Xerox® FreeFlow Print Server and have it automatically loaded. Automation features help increase clock speed and reduce the potential for human error.

### Benefits

- Yields improved colour consistency across presses and over time
- Matches industry colour standards for CMYK workflows
- Jobs will appear the same regardless of when they are run
- Memory colours – skin tones and skies – can be adjusted without affecting other colours in the RGB gamut
- Reds and greens can be adjusted for greater saturation when printing photos
- Customisation services are available for shops that need it
- Performs superb colour matching across the fleet of Xerox® printers and selected other presses using any print server: Xerox® FreeFlow Print Server, EFI® or other
- Supports X-Rite® i1iSis and X-Rite i1iO spectrophotometers

Xerox has been awarded the IDEAlliance® Digital Press Certification and Fogra Validation Printing System on most current Xerox® production colour digital presses. Xerox® MatchAssure can render colour within tolerance of the GRACoL or Fogra specification. Customers can display a profile's deltaE accuracy to the GRACoL or Fogra standards.

